

Alaska Injury Prevention Center

A Traffic Safety
Market Research Report

Prepared For
The Alaska Highway Safety Office

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RESEARCH METHODS

SURVEY INSTRUMENT

The survey instrument was finalized after several drafts, which included reviews and suggested changes by Jean Craciun with final approval by Marcia Howell, Executive Director.

The interviews were conducted in August, 2012 by Craciun Research's, professional interviewers. The telephone survey averaged five minutes in length. The survey instrument was carefully designed to obtain thoughtful answers from respondents while avoiding instrument bias.

THE SAMPLE

The random sample of four hundred (n=400) was drawn from drivers in the Anchorage, Mat-Su, Fairbanks, Kenai, and Juneau. The respondents were screened to ensure they were all drivers, and the ratio of men to women and of age-group levels was kept in proportion to State population figures. The sample is similar to that taken in 2010 and 2011.

The probability is 19 out of 20, for the overall sample size, that if researchers had sought to interview every household from the sample frame above by using the same questionnaire, the findings would differ from these overall survey results by no more than 5.7 percentage points in either direction. Thus, the margin of error is +/- 5.7%; for sub-groups the sampling error is larger.

The sampling error is not the only way in which survey findings may vary from the findings that would result from talking to every super-voter in the population studied. Survey research is susceptible to human and mechanical errors such as interviewer recording and data handling errors.

However, the standardized procedures used by Craciun Research eliminate such errors associated with paper and pencil methods thus keeping the human error potential to a minimum.

DATA ANALYSIS & REPORTING

Members of the Craciun Research team and the Alaska Injury Prevention Center, employing SPSS v. 21¹, analyzed the sample. The primary procedures reported are frequencies, crosstabulations and classification using Decision Tree.

Notes to Readers

Included in the presentation of each response is a summary or example of any significant findings, followed by relevant tables. All percentages in the narrative are rounded to the nearest whole percentage point.

Often times a few respondents fail to answer a question. Unless the percentage that failed to answer is significant, these people are not included in the totals upon which the percentages are based. Percentages in the tables occasionally do not add to exactly 100% because of rounding.

Crosstabulations describe data that may be related in some way. In many crosstabulations, categories are combined or omitted because the numbers are too small to be statistically significant. This manipulation may change the totals on which percentages are based but does not affect the relationships between percentages. Crosstabulations may be used to indicate differences (or lack of differences) between subgroups of people. When a lack of difference is being shown, a footnote is appended to the table indicating that the differences are not "statistically significant."¹

Decision Tree allows analysts to further drill down what it is about the statistically significant differences that are relevant. It provides an opportunity to determine which independent variables have the most power over a dependent variable.

¹ Statistical significance is determined by using a chi-square test with a significance factor of less than .05. The chi square test is used by researchers to determine whether a result may be due to random variation, and is sensitive to sample size, since large random variation may occur in small samples

EXECUTIVE SUMMARY

A. BACKGROUND

More people are driving smaller vehicles and fewer miles per week.

- In 2012 31% of respondents drive fewer than 50 miles per week, compared to about a quarter in 2010 and 28% in 2011.
- The percentage of respondents who drive a car, as opposed to a larger vehicle was 42.3% in 2012, similar to 2011 with, 43%, which was a 20% increase from 2010 (36%).
- Drivers in the Matanuska Susitna area drive the most miles per week.
- Males drive more miles than women. And women are more likely to drive a smaller vehicle.

B. SAFETY EFFORTS

Most people (77%) had heard of safety corridors up from 69% in 2011. Of those that had heard of the corridors:

- There is a perception that safety has improved in safety corridors. There was 29% increase in the belief that safety has improved in safety corridors. (from 41% in 2011 to 53% in 2012).
- Drivers in the Matanuska Susitna are the most knowledgeable about safety corridors.
- Those in the Kenai Peninsula and Southeast areas have the lowest perception that safety has improved in safety corridors.
- Drivers 25-34 have the greatest perception that safety has improved in safety corridors.
- Drivers in Anchorage, Kenai Peninsula and the Matanuska Susitna areas are significantly more likely to know that there are safety zones posted on main highways, than those in the Southeast and Interior.

The greatest motivator to drive safely is fear or hurting oneself, or hurting someone else.

- Rumble strips, seeing troopers and signs that show how fast a person is driving were the next most important motivators.
- Message boards are 2 times more likely to motivate drivers 45 and older than younger drivers.
- Radio and TV ads tend not to make a difference except in the 45-54 year old drivers.
- Motivation to drive more safely to avoid hurting increases with age.
- Males drive more safely when confronted with signs warning of double fines, rumble strips and seeing troopers or police.

C. SEATBELT USAGE

Most people think it is unlikely they will get a ticket if they are not wearing a seatbelt, but will get injured if they are unbelted in a crash.

- Twenty seven percent of people said it was very likely or almost certain that a person would get a ticket for not wearing a seatbelt.
- Eighty two percent thought that it was very likely or almost certain that they could get injured in a collision if they weren't wearing a seatbelt.
- Eighty nine percent say they always wear a seatbelt, which is similar to self-reports and observational surveys conducted in 2011 and 2010.
- Drivers in Anchorage are the most concerned about the risk of becoming injured in an unbelted crash.
- Women believe the risk of an unbelted seatbelt injury is higher than men, and are more likely to wear seatbelts.
- Seatbelt media messages are more than 2 times more likely to reach people 45 years old and older than younger drivers.
- Women who always wear a seatbelt are significantly more likely to believe they are very likely or almost certain to get hurt in a collision if unbelted.

D. DRINKING AND DRIVING

Fewer people think the courts are tough on DUI cases, and fewer have seen or heard anything about drinking and driving than in the past three years. However more people think it is likely a person will get arrested for drinking and driving.

- Being arrested for driving after drinking is considered at least very likely by 55% of drivers surveyed in 2012, an increase from 30% in 2011, 44% in 2010.
- The perception of how tough the courts are on drunk drivers has decreased to 62% who believe the

courts are somewhat to very tough in 2012, compared to 69% in 2011 and 70% in 2010.

- In 2012, there was a 14% decrease from 2011 and 2010, with the percent people (58%) said they had read, seen or heard something about drunk-driving in Alaska within the last 60 days.
- Like the last year, only 18% admit to having a drink within two hours of driving in the last 60 days, compared to 27% in 2010.
- 35-44 year old drivers are the most likely to think that they will not get arrested for drinking and driving and that the courts are not tough on DUI cases.
- 18-44 year olds are the least likely to have seen or heard anything about drinking and driving.
- Males are significantly more likely to drive within two hours of drinking.
- Kenai Peninsula, Matanuska Sustina and South East drivers have the lowest perception that a person will get arrested for drinking and driving.

As in the past 2 years, 70% of surveyed Alaskans think underage drinking is a serious problem in Alaska.

- Thirty-one percent of those in Anchorage recalled having seen an ad on TV about preventing underage drinking.

E. SPEEDING

Most people admit to speeding, at least occasionally, with more speeding in 30 mph zones than in 65 mph zones.

- Eighty-one percent of the drivers admitted to driving faster than 35 miles per hour in a 30-mile-per-hour speed zone at least occasionally. This is a small increase from 79% in 2010.
- Two thirds (66%) said they, at least occasionally, drive faster than 70 miles per hour in 65-mile-per-hour speed zone. This is a 14% increase from 2010.
- Interestingly, only 26% had read, seen or heard anything about speed enforcement by police in the last 60 days. In 2010, the figure was 44%, representing a 40% decrease.
- Only 29% thought getting a speeding ticket was “almost certain” or “very likely,” which was the same in 2010.
- 18-24 year olds and males are the most likely to drive faster than 70 in a 65mph area.
- Drivers in Anchorage and the Matanuska Susitna areas are the most likely to drive faster than 70 in a 65mph area.
- The people who rarely speed are significantly more likely drive safely to avoid hurting someone else.

F. HEADLIGHTS

As in 2010 and 2011, about half of the drivers (56%) always use headlights in daylight, and 15% do so most of the time.

- Drivers in Southeast Alaska use their headlights during the day more than any other area in the state, however, they have the lowest perception that it makes them safer.

A large majority, 86%, thinks using headlights in daylight hours makes it safer, up slightly from 2011 (81%)

G. CELL PHONE

More than twice as many people believe it is very dangerous to text and drive than believe it is very dangerous to talk on a cell phone and drive.

- The percentage of drivers who admit to regularly talking on a cell phone while driving (at least every two or three times they drive) has risen in the last 2 years from 19% in 2010 and 24% in 2011 to 30% in 2012.
- Eighteen percent admitted to texting while driving, at least sometimes. This is down from 23% in 2011 and up from 14% in 2010.
- Forty one percent believe it is very dangerous to talk on a cell phone while driving.
- Ninety five percent believe it is very dangerous to text while driving. (Perceived danger questions were not asked in previous years.
- 18-34 and 45-54, year olds do the most talking on their cell phones and text while they drive. 35-44 and 55-64 year olds do the least talking on cell phones while driving.
- In the group that most frequently texts, those that don't are significantly more likely to be concerned about hurting someone.
- The perception of the dangerousness of talking on a cell phone or texting while driving increases with age.
- Drivers in Anchorage and the Matanuska Susitna talk on their cellphones and text while driving the most frequently.

H. DEMOGRAPHICS

Fifty one percent of the sample is male and 49% is female.

Age Groups	Percent
18-24	13%
25-34	21%
35-44	26%
45-54	22%
55-64	10%
65 or older	8%

Areas Studied	2012		2011		2010
Anchorage	223	55.8%	222	55.2%	50.9%
Mat-Su	43	10.8%	45	11.2%	12.7%
Kenai Peninsula	32	8.0%	40	10.0%	10.7%
South East	27	6.8%	67	16.7%	19.2%
Interior	75	18.8%	28	7%	6.5%

RESEARCH FINDINGS

A. BACKGROUND

1. **Question:** Approximately how many miles do you drive in an average week?
2. **Question:** What type of vehicle do you drive most often?

- The respondents in the study were screened to ensure that they were drivers.
- More people are driving cars vehicles [2012 (43%), 2011 (43%) and 2010 (36%)] and less than 50 miles a week [2012 (31%), 2011 (28%) and 2010 (26%).

TABLE A1.1: WEEKLY MILES AND CAR TYPES

	2012	2011	2010
Average Weekly Miles			
Less than 50	31%	28%	26%
51 to 100	29%	30%	35%
101 to 150	18%	18%	13%
151 to 200	4%	10%	13%
More than 200	17%	14%	14%
Vehicle Driven Most Often			
Car	43%	43%	36%
SUV	31%	32%	30%
Van	5%	6%	7%
Truck/Pickup	23%	19%	28%

B. SAFETY EFFORTS

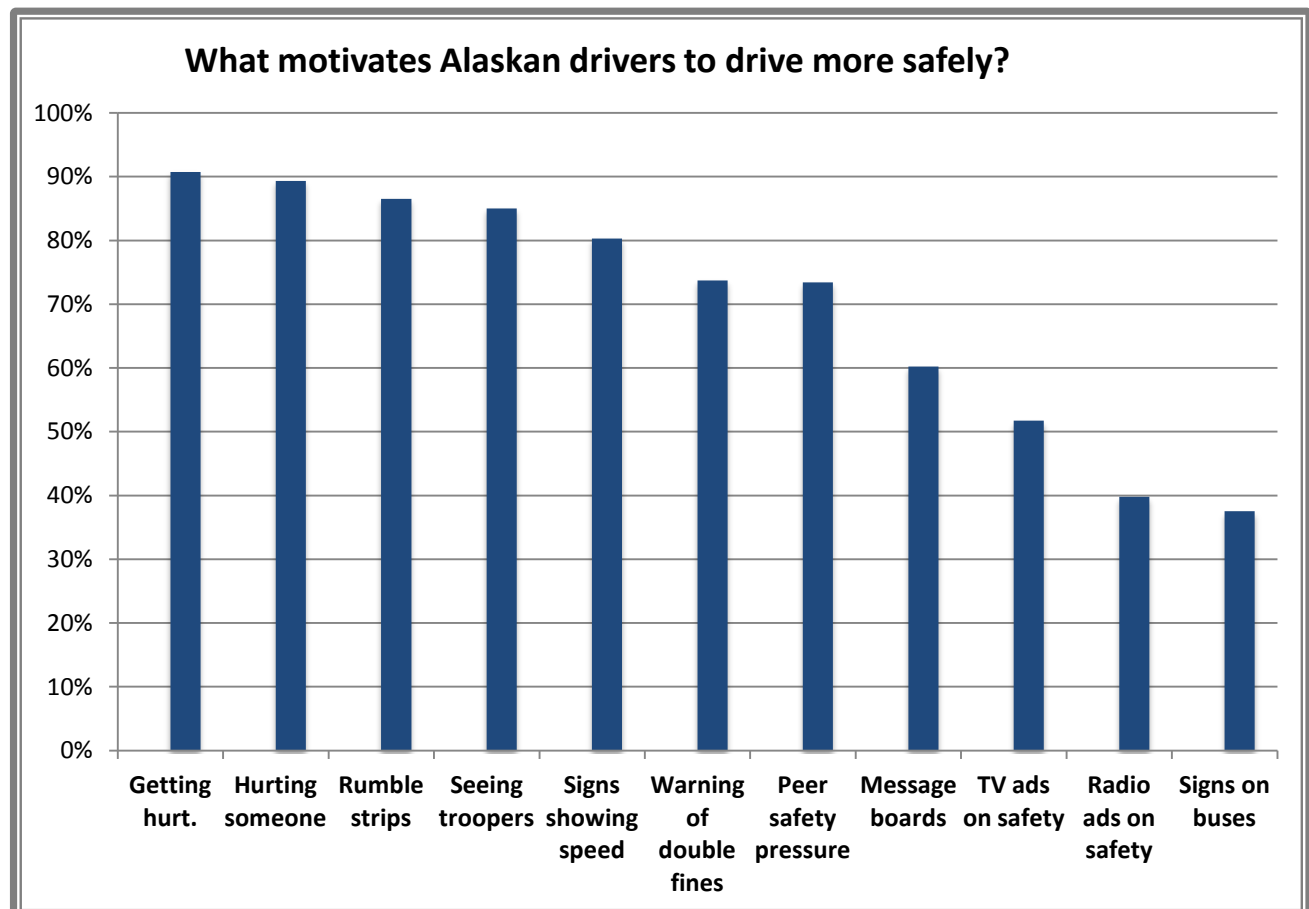
1. Do you know there are safety zones posted on main highways?
2. Do you believe safety has improved in safety zones?
3. Have you ever seen police or troopers in a safety zone?
4. What motivates you to drive more safely?

- Most people (77%) had heard of safety corridors.
- Fifty two percent thought safety has improved safety corridors, up from 41% in 2011.
- About two-thirds, (65%) had seen police or troopers in the safety corridors.

TABLE B1.1: SAFETY CORRIDORS

	2012	2011	2010
Do you believe safety has improved in safety zones?			
Yes	53%	41%	Not asked in 2010
About the same	14%	18%	
No	12%	20%	
Don't know	22%	21%	
Do you know there are safety zones posted on main highways?			
Yes	77%	69%	
No	12%	22%	
Don't know what that is	10%	9%	
Have you ever seen police or troopers in a safety zone?			
Yes	68%	65%	
No	18%	23%	
Don't know	14%	13%	
Safety zone questions were not asked in 2010			

TABLE B2.1: SAFE DRIVING MOTIVATORS



C. SEATBELT USAGE

1. How often do you use a seatbelt when you drive or ride in a vehicle?
2. In the past 60 days, have you read, seen or heard anything about using a seat belt Alaska?
3. What do you think the chance is for you to get a ticket if you do not wear your seat belt? Would you get one?
4. What do you think the chances are of being injured in a collision if you are not wearing a seatbelt?

- Alaskans are more motivated to wear seatbelts to reduce the risk of injury than out of fear of getting a ticket.
- Thirty-three percent of respondents had heard about seatbelt use. There has been a steady decrease in seatbelt awareness since 2012. [2011 (49%) , 2010 (55%)]
- Expectation of enforcement is less than last year, and the lowest in the past three years.
- Nevertheless, as in 2010, nine in ten respondents said they always wore a seatbelt.
- Eighty-two percent believe that the chances of being injured in a crash, if unbelted, are at least very likely.

TABLE C1.1: SEATBELT USAGE

	2012	2011	2010
In the past 60 days, respondent has heard about seatbelt use in Alaska			
Has heard	33%	49%	55%
Has not heard	57%	48%	43%
Doesn't know	1%	3%	2%
<i>(in 2011 and 2010, the question asked whether person had heard of seatbelt enforcement.)</i>			
Chances for a seatbelt ticket			
Always	6%	17%	17%
Nearly always	20%	10%	13%
Sometimes	27%	24%	23%
Seldom	19%	28%	30%
Never	17%	12%	13%
Don't know	11%	9%	6%
Seatbelt Use			
Always	89%	92%	91%
Nearly always	9%	4%	5%
Sometimes	2%	30%	2%
Seldom	3%	1%	1%
Never		1%	1%
Chances of being injured in a collision without a seatbelt			
Almost certain	30%		
Very likely	52%		
Somewhat likely	13%		
Somewhat unlikely	20%		
Almost never	1%		

D. DRINKING AND DRIVING

1. What do you think the chances are of someone getting arrested if they drive after drinking?
2. How tough do you think the courts are when enforcing drinking-and-driving laws?
3. In Alaska, do you think underage drinking is a
4. In the past 30 days, do you remember seeing any ads on TV about preventing underage drinking?
5. In the past 60 days, have you read, seen or heard anything about drunk-driving enforcement in Alaska?
6. In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking an alcoholic beverage?

- The expectation of being arrested for driving after drinking is considered a pretty sure thing by only 55% of drivers (13% “almost certain” and 42% “very likely”). This is an increase from 2011 (30%) and a decrease from 2010 (66%).
- Twenty-one percent said they believe the courts are very tough on drinking and driving. This is a decrease from 27% in 2011 and 26% in 2010.
- A little over half of respondents have read, seen or heard of drunk-driving enforcement in Alaska. This is down from two thirds in 2011 and 2010.
- Awareness that underage drinking is a serious problem in Alaska has remained high, at 70%.
- The awareness of recent (sixty-day) drunk-driving enforcement seemed to have little effect on actions.

TABLE D1.1: DRINKING AND DRIVING

Chances for arrest if driving after drinking?	2012	2011	2010
Almost certain	13%	9%	24%
Very likely	42%	21%	42%
Somewhat likely	31%	41%	35%
Somewhat unlikely	8%	19%	8%
Very unlikely	5%	5%	5%
Almost never	0%	1%	0%
Don't know	3%	3%	3%
How tough are courts when enforcing drinking and driving laws?			
Very tough	21%	27%	26%
Somewhat tough	41%	42%	44%
Not at all Tough	23%	15%	19%
Rarely enforced	2%	5%	2%
Don't know	13%	11%	10%
In the past 60 days have you read or seen anything about drinking and driving?			
Yes	58%	67%	67%
No	41%	33%	33%
Don't know	2%		
How often, in the past 60 days have you driven within 2 hours of drinking?			
Never/Once	82%	91%	82%
Two or three times	13%	6%	12%
Four or five times	3%	1%	4%
Many times	2%	1%	3%
In Alaska, do you think underage drinking is a			
Serious problem	70%	69%	69%
Minor problem	18%	22%	22%
Not a problem	3%	1%	2%
Don't know	9%	8%	7%
In the past 30 days, did you see any ads on TV about preventing underage drinking?			
Yes	27%		
No	67%		
Unsure	6%		

E. SPEEDING

1. On a local road with a speed limit of 30 mph, how often do you find yourself driving faster than 35 mph:
2. On a road with a speed limit of 65 mph, how often do you find yourself driving faster than 70 mph:
3. In the past 60 days, have you read, seen or heard anything about speed enforcement by police?
4. What do you think the chances are of getting a ticket if you drive over the speed limit? Are they:

- Eighty-one percent of drivers admitted to driving faster than 35 miles per hour in a thirty- mile-per-hour speed zone at least occasionally. This has not changed in the past 3 years.
- Fewer, (66%), said they at least occasionally drive faster than seventy miles per hour in a sixty-five-mile-per-hour speed zone. The comparable percentages for 2011 and 2010 were 63% and 79% respectively.
- Hearing about speed enforcement has progressively decreased from 26% in 2012, 36% in 2011 and 44% in 2010.
- The certainty of getting a ticket for speeding has changed only minimally.

TABLE E1.1: SPEEDING

	2012	2011	2010
In a 30 mph area, how often do you drive faster than 35mph?			
Most of the time	12%	14%	13%
Half of the time	22%	23%	27%
Rarely	48%	43%	39%
Never	19%	19%	21%
In a 65 mph area, how often do you drive faster than 70mph?			
Most of the time	8%	7%	7%
Half of the time	10%	15%	11%
Rarely	48%	41%	40%
Never	34%	37%	42%
In the past 60 days, have you read or seen anything about speed enforcement?			
Yes	26%	36%	44%
No	69%	64%	56%
Don't know	5%		
Chance for a speeding ticket?			
Almost certain	5%	6%	8%
Very likely	24%	16%	21%
Somewhat likely	39%	45%	40%
Somewhat unlikely	16%	19%	17%
Very unlikely	9%	8%	10%
Almost never	4%	3%	4%
Don't know	2%	3%	2%

F. HEADLIGHTS

1. During daylight hours, would you say you use your headlights:
2. Do you think using headlights during daylight makes you a lot safer, somewhat safer, not much safer or not at all?

- As in the past, a little more than half of the drivers (56%) always use headlights in daylight, and 15% report doing so most of the time.
- A large majority, 86%, thinks using their headlights in daylight hours makes them safer.

TABLE F1.1: HEADLIGHTS IN DAYLIGHT HOURS

	2012	2011	2010
During Daylight hours, how often do you use your headlights?			
Always	56%	52%	53%
Most of the time	15%	16%	19%
Half of the time	8%	8%	8%
Rarely	7%	6%	7%
Never	3%	3%	5%
Only on roads that require it	11%	14%	8%
How much safer do you think using headlights in the day makes you?			
A lot safer	37%	34%	37%
Somewhat safer	49%	48%	44%
Not much safer	8%	10%	11%
Not at all safer	5%	6%	4%
Don't know	10%	2%	4%

G. CELL PHONE USAGE

1. How often do you talk on a cell phone while driving your car?
2. How often do you read or send text messages while driving your car?
3. Do you use a "hands-free" cell phone arrangement when you drive?
4. In your opinion, how dangerous is it to talk on the phone while driving?
5. In your opinion, how dangerous is it to text while driving?

- The percentage of drivers who admit to regularly talking on a cell phone while driving (at least every two or three times), has remained about the same from last year [2012 (21%), 2011 (19%) and 2010 (24%.)]
- Eighteen percent admitted to texting while driving, at least sometimes, down from 22% in 2011 and up slightly from 14% in 2010..
- Twenty-eight percent of the cell phone users have hands-free phones in their cars, a decrease from 41% in 2011 and 36% in 2010.
- New data collected this year shows that 41% believe it is very dangerous to talk on a cell phone while driving and 95% think it is very dangerous to text while driving.

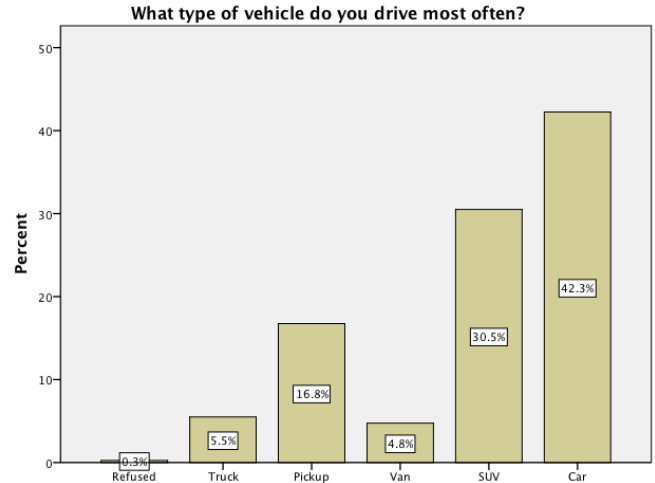
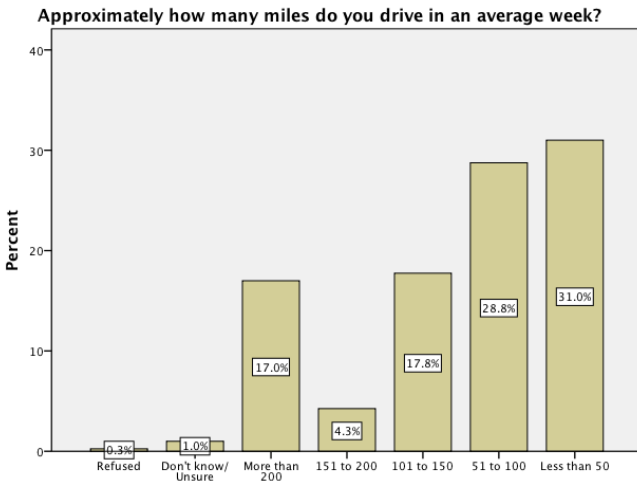
TABLE G1.1: CELL PHONES AND DRIVING

	2012	2011	2010
How often do you talk on the phone while driving?			
Almost every time	9%	12%	10%
Every two or three times	12%	12%	9%
Sometimes, not often	46%	48%	42%
Never	33%	28%	39%
Don't know			1%
How often to read or text while driving			
Almost every time	4%	2%	1%
Every two or three times	4%	2%	1%
Sometimes, not often	10%	18%	12%
Never	82%	77%	86%
Don't know			
Do you have a hands-free cellphone arrangement in your car			
Yes	28%	41%	36%
Not in every car	3%	2%	8%
No	1%	57%	63%
How dangerous do you think it is to talk on the phone while driving			
Very	41%		
Somewhat	41%		
Slightly	13%		
Not at all	4%		
Don't know	1%		
How dangerous do you think it is to text while driving			
Very	95%		
Somewhat	4%		
Slightly	0%		
Not at all	1%		
Don't know	0%		

APPENDIX I CROSSTABULATIONS

A BACKGROUND AND SEATBELT USE

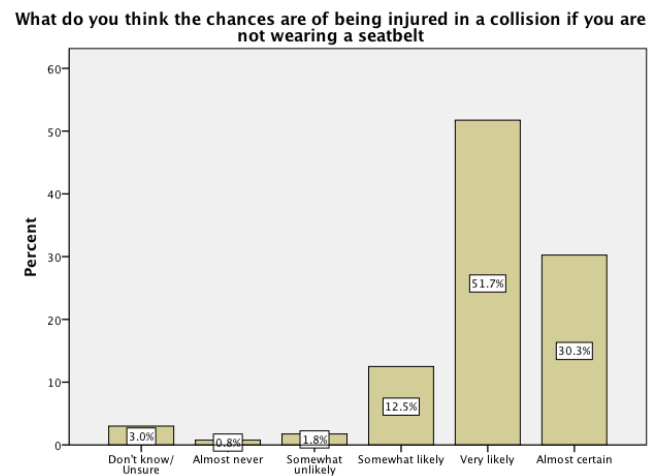
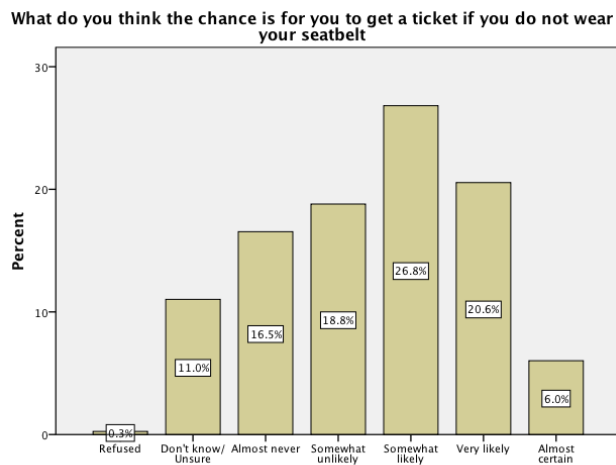
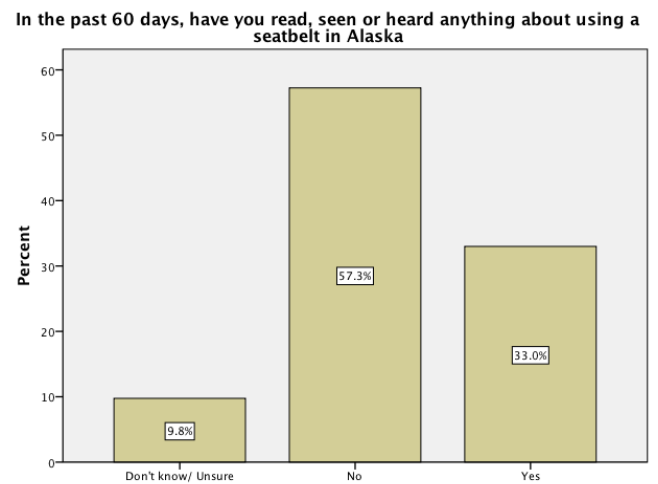
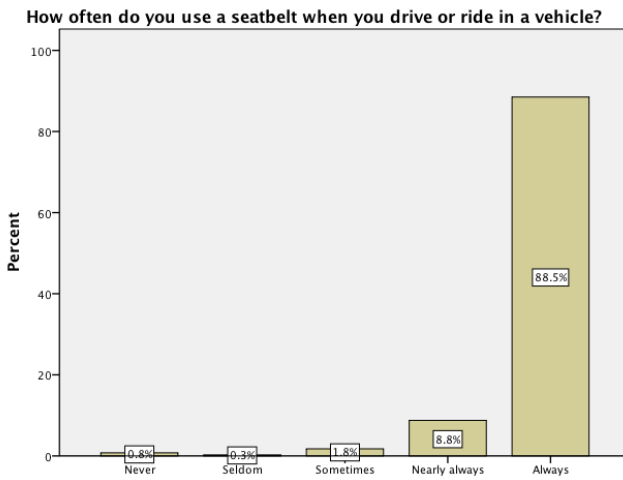
A.1 BACKGROUND AND SEATBELT USAGE BY AREA



		Anchorage	Kenai Peninsula	Mat-Su	Interior	South East
Approximately how many miles do you drive in an average week? *	Less than 50	34.1%	30.2%	9.4%	25.3%	48.1%
	51 to 100	31.4%	23.3%	31.3%	25.3%	22.2%
	101 to 150	16.6%	14.0%	12.5%	22.7%	25.9%
	151 to 200	3.1%	4.7%	6.3%	8.0%	
	More than 200	13.5%	27.9%	37.5%	17.3%	3.7%
What type of vehicle do you drive most often?	Car	40.8%	48.8%	43.8%	44.0%	37.0%
	SUV	35.9%	18.6%	18.8%	26.7%	29.6%
	Van	5.8%	4.7%	6.3%	1.3%	3.7%
	Pickup	12.6%	20.9%	21.9%	21.3%	25.9%
	Truck	4.9%	7.0%	6.3%	6.7%	3.7%
In the past 60 days, have you read, seen or heard anything about using a seatbelt in Alaska? *	Yes	38.6%	16.3%	21.9%	30.7%	33.3%
	No	53.4%	74.4%	75.0%	53.3%	51.9%
What do you think the chance is for you to get a ticket if you do not wear your seatbelt?	Almost certain	5.4%	2.3%	9.7%	8.0%	7.4%
	Very likely	22.9%	23.3%	9.7%	18.7%	14.8%
	Somewhat likely	25.1%	30.2%	29.0%	25.3%	37.0%
	Somewhat unlikely	20.2%	16.3%	19.4%	18.7%	11.1%
	Almost never	15.2%	14.0%	16.1%	17.3%	29.6%

What do you think the chances are of being injured in a collision if you are not wearing a seatbelt?*	Almost certain	31.4%	20.9%	28.1%	30.7%	37.0%
	Very likely	54.7%	46.5%	43.8%	53.3%	40.7%
	Somewhat likely	10.3%	25.6%	18.8%	9.3%	11.1%
	Somewhat unlikely	1.8%	4.7%	3.1%		
	Almost never	0.9%		3.1%		
How often do you use a seatbelt when you drive or ride in a motor vehicle?	Always	86.5%	90.7%	87.5%	92.0%	92.6%
	Nearly always	10.3%	7.0%	9.4%	6.7%	3.7%
	Sometimes	1.8%	2.3%	3.1%		3.7%
	Seldom	0.4%				
	Never	0.9%			1.3%	
* Difference is statistically significant						

A.2 BACKGROUND AND SEATBELT USAGE BY GENDER



		Male	Female
Approximately how many miles do you drive in an average week? *	Less than 50	22.8%	39.7%
	51 to 100	26.7%	30.9%
	101 to 150	23.3%	11.9%
	151 to 200	4.9%	3.6%
	More than 200	21.4%	12.4%
What type of vehicle do you drive most often? *	Car	39.3%	45.4%
	SUV	22.3%	39.2%
	Van	4.4%	5.2%
	Pickup	25.2%	7.7%
	Truck	8.3%	2.6%
In the past 60 days, have you read, seen or heard anything about using a seatbelt in Alaska	Yes	31.6%	34.5%
	No	61.2%	53.1%
	Don't know/ Unsure	7.3%	12.4%
What do you think the chance is for you to get a ticket if you do not wear your seatbelt?	Almost certain	6.3%	5.7%
	Very likely	20.9%	20.2%
	Somewhat likely	24.8%	29.0%
	Somewhat unlikely	19.9%	17.6%
	Almost never	19.9%	13.0%
	Don't know/ Unsure	8.3%	14.0%
What do you think the chances are of being injured in a collision if you are not wearing a seatbelt? *	Almost certain	24.3%	36.6%
	Very likely	53.4%	50.0%
	Somewhat likely	16.5%	8.2%
	Somewhat unlikely	1.9%	1.5%
	Almost never	1.5%	
How often do you use a seatbelt when you drive or ride in a motor vehicle? *	Always	82.0%	95.4%
	Nearly always	13.1%	4.1%
	Sometimes	3.4%	
	Seldom	0.5%	
	Never	1.0%	0.5%
* Difference is statistically significant			

A.3 BACKGROUND AND SEATBELT USAGE BY AGE

		18-24	25-34	35-44	45-54	55-64	65 or older
Approximately how many miles do you drive in an average week?	Less than 50	30.2%	26.2%	31.7%	26.4%	45.0%	37.5%
	51 to 100	32.1%	27.4%	28.8%	27.6%	27.5%	31.3%
	101 to 150	15.1%	23.8%	15.4%	18.4%	15.0%	15.6%
	151 to 200	3.8%	6.0%	1.9%	5.7%	2.5%	6.3%
	More than 200	17.0%	15.5%	20.2%	21.8%	7.5%	9.4%
	Don't know/						
	Unsure	1.9%	1.2%	1.0%		2.5%	
What type of vehicle do you drive most often?	Car	45.3%	40.5%	40.4%	43.7%	40.0%	46.9%
	SUV	34.0%	33.3%	27.9%	32.2%	32.5%	18.8%
	Van	5.7%	6.0%	4.8%	3.4%	2.5%	6.3%
	Pickup	9.4%	14.3%	17.3%	17.2%	25.0%	21.9%
	Truck	5.7%	4.8%	9.6%	3.4%		6.3%
In the past 60 days, have you read, seen or heard anything about using a seatbelt in Alaska? *	Yes	26.4%	33.3%	16.3%	43.7%	45.0%	53.1%
	No	66.0%	59.5%	77.9%	44.8%	35.0%	31.3%
	Don't know/						
	Unsure	7.5%	7.1%	5.8%	11.5%	20.0%	15.6%
What do you think the chance is for you to get a ticket if you do not wear your seatbelt? *	Almost certain	5.7%	6.0%	1.0%	8.0%	12.5%	9.4%
	Very likely	24.5%	21.4%	18.4%	26.4%	5.0%	21.9%
	Somewhat likely	28.3%	27.4%	17.5%	32.2%	35.0%	28.1%
	Somewhat unlikely	15.1%	19.0%	23.3%	14.9%	20.0%	18.8%
	Almost never	15.1%	14.3%	20.4%	16.1%	22.5%	6.3%
	Don't know/						
	Unsure	11.3%	10.7%	19.4%	2.3%	5.0%	15.6%
What do you think the chances are of being injured in a collision if you are not wearing a seatbelt? *	Almost certain	24.5%	29.8%	17.3%	40.2%	40.0%	43.8%
	Very likely	66.0%	48.8%	51.0%	48.3%	55.0%	43.8%
	Somewhat likely	9.4%	16.7%	22.1%	4.6%	2.5%	9.4%
	Somewhat unlikely		3.6%	1.0%	1.1%	2.5%	3.1%
	Almost never			1.9%	1.1%		
	Don't know/						
	Unsure		1.2%	6.7%	4.6%		
How often do you use a seatbelt when you drive or ride in a motor vehicle?	Always	84.9%	78.6%	94.2%	88.5%	97.5%	90.6%
	Nearly always	13.2%	17.9%	3.8%	9.2%		3.1%
	Sometimes	1.9%	2.4%	1.0%	1.1%	2.5%	3.1%
	Seldom		1.2%				
	Never			1.0%	1.1%		3.1%
* Difference is statistically significant							

B SAFETY

B.1 SAFETY CORRIDORS BY AREA

		Anchorage	Kenai Peninsula	Mat-Su	Interior	South East
Do you know there are safety zones posted on main highways? *	Yes	79.7%	79.1%	93.8%	64.9%	74.1%
	No	12.6%	16.3%	6.3%	10.8%	11.1%
	Don't know	7.7%	4.7%		24.3%	14.8%
Do you believe safety has improved in safety zones? *	Yes	56.5%	37.2%	53.1%	56.0%	37.0%
	About the same	14.8%	18.6%	12.5%	9.3%	11.1%
	No	12.1%	20.9%	18.8%	5.3%	
	Don't know	16.6%	23.3%	15.6%	29.3%	51.9%
Have you ever seen police or troopers in a safety *	Yes	71.7%	79.1%	75.0%	58.7%	37.0%
	No	18.4%	7.0%	21.9%	20.0%	25.9%
	Don't know	9.9%	14.0%	3.1%	21.3%	37.0%
* Difference is statistically significant						

B.2 SAFETY CORRIDORS BY Age

		18-24	25-34	35-44	45-54	55-64	65 or older
Do you know there are safety zones posted on main highways?	Yes	77.4%	75.0%	78.8%	84.7%	70.0%	71.9%
	No	18.9%	15.5%	11.5%	7.1%	12.5%	6.3%
	Don't know	3.8%	9.5%	9.6%	8.2%	17.5%	21.9%
Do you believe safety has improved in safety zones? *	Yes	47.2%	63.1%	50.0%	58.6%	40.0%	43.8%
	About the same	11.3%	13.1%	11.5%	14.9%	20.0%	15.6%
	No	18.9%	8.3%	20.2%	4.6%	2.5%	9.4%
	Don't know	22.6%	15.5%	18.3%	21.8%	37.5%	31.3%
Have you ever seen police or troopers in a safety zone?	Yes	64.2%	71.4%	70.2%	74.7%	52.5%	59.4%
	No	22.6%	16.7%	16.3%	16.1%	27.5%	15.6%
	Don't know	13.2%	11.9%	13.5%	9.2%	20.0%	25.0%
* Difference is statistically significant							

B.3 SAFETY CORRIDORS BY GENDER

		Male	Female
Do you know there are safety zones posted on main highways?	Yes	80.6%	74.5%
	No	10.2%	14.1%
	Don't know	9.2%	11.5%
Do you believe safety has improved in safety zones?	Yes	57.8%	47.4%
	About the same	14.1%	13.4%
	No	10.7%	12.4%
	Don't know	17.5%	26.8%
Have you ever seen police or troopers in a safety zone?	Yes	71.8%	63.9%
	No	16.5%	20.1%
	Don't know	11.7%	16.0%
* Difference is statistically significant			

B.4 Which of these safety aids have helped you drive more safely? – by Age – 1 OF 2

		18-24	25-34	35-44	45-54	55-64	65 or older
Shoulder rumble strips	Drive more safely	88.7%	84.5%	88.5%	88.5%	75.0%	90.6%
	Didn't make a difference	7.5%	11.9%	9.6%	8.0%	17.5%	3.1%
	Never seen it	3.8%	3.6%	1.9%	3.4%	7.5%	6.3%
Signs warning of double fines	Drive more safely	66.0%	77.4%	63.5%	82.6%	77.5%	81.3%
	Didn't make a difference	30.2%	21.4%	31.7%	15.1%	20.0%	18.8%
	Never seen it	3.8%	1.2%	4.8%	2.3%	2.5%	
Seeing troopers or police	Drive more safely	84.9%	82.1%	81.7%	93.1%	87.5%	78.1%
	Didn't make a difference	15.1%	15.5%	15.4%	6.9%	12.5%	21.9%
	Never seen it		2.4%	2.9%			
Message boards *	Drive more safely	42.3%	51.2%	42.7%	80.2%	80.0%	90.6%
	Didn't make a difference	50.0%	42.9%	49.5%	16.3%	12.5%	3.1%
	Never seen it	7.7%	6.0%	7.8%	3.5%	7.5%	6.3%
Electronic signs that show you how fast you are going	Drive more safely	81.1%	77.4%	82.7%	80.5%	70.0%	90.6%
	Didn't make a difference	11.3%	19.0%	15.4%	19.5%	27.5%	9.4%
	Never seen it	7.5%	3.6%	1.9%		2.5%	
Radio ads on safety *	Drive more safely	43.4%	39.8%	34.6%	50.6%	22.5%	43.8%
	Didn't make a difference	47.2%	50.6%	52.9%	33.3%	62.5%	34.4%
	Never seen it	9.4%	9.6%	12.5%	16.1%	15.0%	21.9%
TV ads on safety *	Drive more safely	49.1%	47.6%	46.2%	65.5%	45.0%	56.3%
	Didn't make a difference	45.3%	45.2%	44.2%	23.0%	50.0%	34.4%
	Never seen it	5.7%	7.1%	9.6%	11.5%	5.0%	9.4%
		18-24	25-34	35-44	45-54	55-64	65 or older
Signs about safety	Drive more safely	39.6%	35.7%	41.3%	36.8%	30.0%	37.5%

on buses	Didn't make a difference	52.8%	48.8%	43.3%	33.3%	50.0%	40.6%
	Never seen it	7.5%	15.5%	15.4%	29.9%	20.0%	21.9%
A friend or family member saying something about driving safely							
	Drive more safely	79.2%	73.5%	76.0%	75.9%	67.5%	56.3%
	Didn't make a difference	15.1%	19.3%	20.2%	16.1%	30.0%	31.3%
	Never seen it	5.7%	7.2%	3.8%	8.0%	2.5%	12.5%
Being concerned about hurting someone *							
	Drive more safely	75.5%	89.3%	87.5%	95.4%	95.0%	93.8%
	Didn't make a difference	20.8%	7.1%	11.5%	4.6%	5.0%	6.3%
	Never seen it	3.8%	3.6%	1.0%			
Being concerned about getting hurt.							
	Drive more safely	86.8%	90.5%	89.3%	95.4%	92.5%	87.5%
	Didn't make a difference	11.3%	6.0%	9.7%	4.6%	7.5%	12.5%
	Never seen it	1.9%	3.6%	1.0%			
* Difference is statistically significant							

B.5 Which of these safety aids have helped you drive more safely? – by Gender

		Male	Female
Shoulder rumble strips *	Drive more safely	89.3%	83.5%
	Didn't make a difference	9.2%	10.3%
	Never seen it	1.5%	6.2%
Signs warning of double fines *	Drive more safely	77.6%	69.6%
	Didn't make a difference	21.5%	25.8%
	Never seen it	1.0%	4.6%
Seeing troopers or police *	Drive more safely	87.9%	82.0%
	Didn't make a difference	12.1%	15.5%
	Never seen it		2.6%
Message boards	Drive more safely	58.6%	61.9%
	Didn't make a difference	36.0%	30.9%
	Never seen it	5.4%	7.2%
Electronic signs that show you how fast you are going	Drive more safely	82.0%	78.4%
	Didn't make a difference	15.5%	19.1%
	Never seen it	2.4%	2.6%
Radio ads on safety	Drive more safely	38.5%	41.2%
	Didn't make a difference	48.8%	44.8%
	Never seen it	12.7%	13.9%
TV ads on safety	Drive more safely	49.5%	54.1%
	Didn't make a difference	43.7%	35.6%
	Never seen it	6.8%	10.3%
Signs about safety on buses	Drive more safely	37.9%	37.1%
	Didn't make a difference	45.6%	42.3%
	Never seen it	16.5%	20.6%
A friend or family member saying something about driving safely	Drive more safely	75.7%	71.0%
	Didn't make a difference	18.0%	22.8%
	Never seen it	6.3%	6.2%
Being concerned about hurting someone	Drive more safely	88.8%	89.7%
	Didn't make a difference	10.7%	7.7%
	Never seen it	0.5%	2.6%
Being concerned about getting hurt.	Drive more safely	89.8%	91.7%
	Didn't make a difference	9.7%	6.2%
	Never seen it	0.5%	2.1%
* Difference is statistically significant			

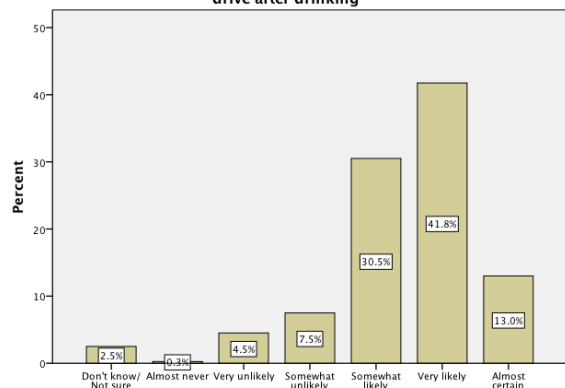
B.6 Which of these safety aids have helped you drive more safely? – by area of the state

		Anchorage	Kenai Peninsula	Mat-Su	Interior	South East
Shoulder rumble strips *	Drive more safely	86.5%	83.7%	84.4%	93.3%	74.1%
	Didn't make a difference	10.3%	11.6%	15.6%	5.3%	7.4%
	Never seen it	3.1%	4.7%		1.3%	18.5%
Signs warning of double fines *	Drive more safely	73.5%	55.8%	71.9%	80.0%	88.5%
	Didn't make a difference	24.7%	41.9%	25.0%	14.7%	7.7%
	Never seen it	1.8%	2.3%	3.1%	5.3%	3.8%
Seeing troopers or police	Drive more safely	86.5%	81.4%	75.0%	84.0%	92.6%
	Didn't make a difference	12.6%	16.3%	25.0%	13.3%	7.4%
	Never seen it	0.9%	2.3%		2.7%	
Message boards *	Drive more safely	62.9%	55.8%	28.1%	58.1%	88.9%
	Didn't make a difference	34.4%	37.2%	53.1%	28.4%	11.1%
	Never seen it	2.7%	7.0%	18.8%	13.5%	
Electronic signs that showing your speed	Drive more safely	76.7%	83.7%	84.4%	88.0%	77.8%
	Didn't make a difference	20.2%	14.0%	12.5%	10.7%	22.2%
	Never seen it	3.1%	2.3%	3.1%	1.3%	
Radio ads on safety	Drive more safely	39.9%	37.2%	22.6%	45.3%	48.1%
	Didn't make a difference	48.4%	53.5%	58.1%	36.0%	40.7%
	Never seen it	11.7%	9.3%	19.4%	18.7%	11.1%
TV ads on safety	Drive more safely	48.4%	51.2%	46.9%	58.7%	66.7%
	Didn't make a difference	44.4%	37.2%	40.6%	29.3%	33.3%
	Never seen it	7.2%	11.6%	12.5%	12.0%	
Signs about safety on buses	Drive more safely	35.4%	46.5%	25.0%	41.3%	44.4%
	Didn't make a difference	48.9%	34.9%	50.0%	34.7%	37.0%
	Never seen it	15.7%	18.6%	25.0%	24.0%	18.5%
A friend or family member saying something about driving safely	Drive more safely	72.5%	76.7%	56.3%	77.3%	85.2%
	Didn't make a difference	20.7%	20.9%	37.5%	14.7%	11.1%
	Never seen it	6.8%	2.3%	6.3%	8.0%	3.7%
Being concerned about hurting someone	Drive more safely	87.9%	93.0%	84.4%	89.3%	100.0%
	Didn't make a difference	11.2%	7.0%	12.5%	6.7%	
	Never seen it	0.9%		3.1%	4.0%	
Being concerned about getting hurt.	Drive more safely	91.0%	95.3%	87.5%	88.0%	92.6%
	Didn't make a difference	8.1%	4.7%	12.5%	8.0%	7.4%
	Never seen it	0.9%			4.0%	
* Difference is statistically significant						

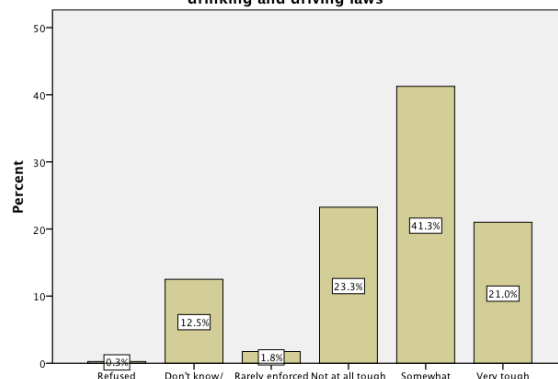
C. Drinking and Driving

C.1 DRINKING AND DRIVING BY Age

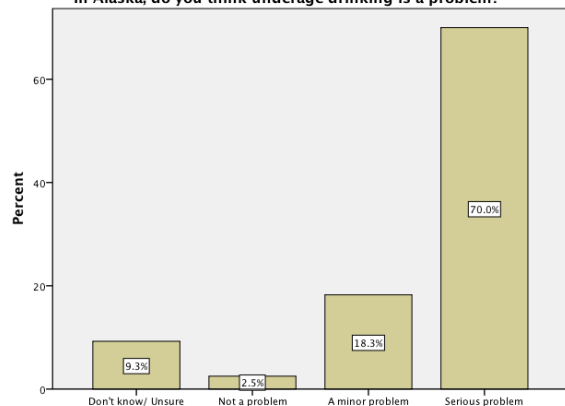
What do you think the chances are of someone getting arrested if they drive after drinking



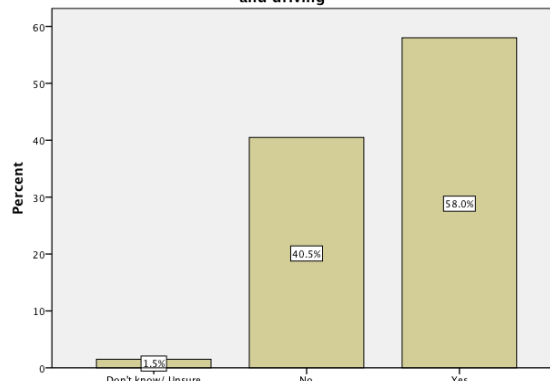
In your opinion, how tough do you think the courts are when enforcing drinking and driving laws



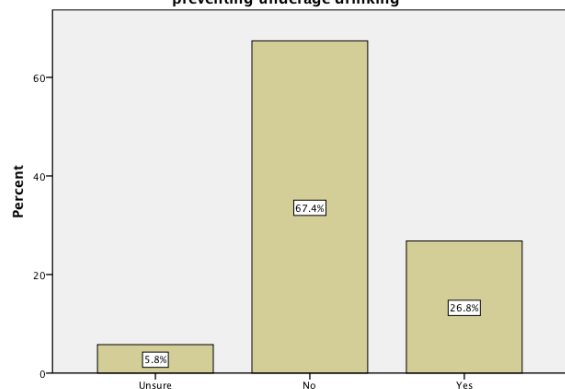
In Alaska, do you think underage drinking is a problem?



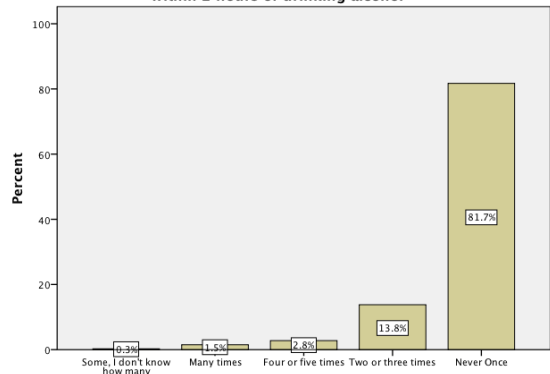
In the past 60 days, have you read, seen or heard anything about drinking and driving



In the past 30 days, do you remember seeing any ads on TV about preventing underage drinking



In the past 60 days, how many times have you driven a motor vehicle within 2 hours of drinking alcohol



		18-24	25-34	35-44	45-54	55-64	65 or older
What do you think the chances are of someone getting arrested if they drive after drinking? *	Almost certain	9.4%	14.3%	8.7%	18.4%	12.5%	15.6%
	Very likely	50.9%	51.2%	36.5%	37.9%	35.0%	37.5%
	Somewhat likely	34.0%	22.6%	26.9%	35.6%	35.0%	37.5%
	Somewhat unlikely	3.8%	7.1%	12.5%	3.4%	12.5%	3.1%
	Very unlikely	1.9%	2.4%	12.5%	1.1%	2.5%	
	Almost never			1.0%			
	Don't know/ Not sure		2.4%	1.9%	3.4%	2.5%	6.3%
In your opinion, how tough do you think the courts are when enforcing drinking and driving laws? *	Very tough	26.4%	16.7%	13.5%	26.4%	25.0%	28.1%
	Somewhat tough	39.6%	52.4%	37.5%	37.9%	40.0%	37.5%
	Not at all tough	18.9%	19.0%	31.7%	25.3%	10.0%	25.0%
	Rarely enforced		1.2%	1.0%	1.1%	10.0%	
	Don't know/ Unsure	15.1%	10.7%	15.4%	9.2%	15.0%	9.4%
	Refused			1.0%			
In Alaska, do you think underage drinking is a:	Serious problem	64.2%	69.0%	74.0%	73.6%	67.5%	62.5%
	A minor problem	22.6%	16.7%	18.3%	12.6%	17.5%	31.3%
	Not a problem	7.5%	3.6%	1.0%	2.3%		
	Don't know/ Unsure	5.7%	10.7%	6.7%	11.5%	15.0%	6.3%
In the past 30 days, do you remember seeing any ads on TV about preventing underage drinking? *	Yes	28.3%	33.7%	12.5%	31.0%	25.0%	43.8%
	No	67.9%	65.1%	82.7%	59.8%	67.5%	43.8%
	Unsure	3.8%	1.2%	4.8%	9.2%	7.5%	12.5%
In the past 60 days, have you read, seen or heard anything about drinking and driving? *	Yes	49.1%	56.0%	43.3%	70.1%	67.5%	81.3%
	No	49.1%	41.7%	56.7%	27.6%	32.5%	15.6%
	Don't know/ Unsure	1.9%	2.4%		2.3%		3.1%
In the past 60 days, how many times have you driven a motor vehicle within 2 hours of drinking alcohol?	Never Once	75.5%	76.2%	85.4%	83.9%	77.5%	93.8%
	Two or three times	18.9%	16.7%	7.8%	16.1%	17.5%	6.3%
	Four or five times	1.9%	4.8%	3.9%		5.0%	
	Many times	1.9%	2.4%	2.9%			
	Some, I don't know	1.9%					
* Differences are statistically significant							

C.2 DRINKING AND DRIVING BY GENDER

		Male	Female
What do you think the chances are of someone getting arrested if they drive after drinking? *	Almost certain	12.1%	13.9%
	Very likely	46.1%	37.1%
	Somewhat likely	27.2%	34.0%
	Somewhat unlikely	4.9%	10.3%
	Very unlikely	7.3%	1.5%
	Almost never	0.5%	
	Don't know	1.9%	3.1%
In your opinion, how tough do you think the courts are when enforcing drinking and driving laws? *	Very tough	22.8%	19.1%
	Somewhat tough	47.6%	34.5%
	Not at all tough	18.4%	28.4%
	Rarely enforced	1.0%	2.6%
	Don't know	10.2%	14.9%
	Refused		0.5%
In Alaska, do you think underage drinking is a:	Serious problem	67.0%	73.2%
	A minor problem	19.9%	16.5%
	Not a problem	2.4%	2.6%
	Don't know	10.7%	7.7%
In the past 30 days, do you remember seeing any ads on TV about preventing underage drinking?	Yes	28.6%	24.9%
	No	66.5%	68.4%
	Unsure	4.9%	6.7%
In the past 60 days, have you read, seen or heard anything about drinking and driving?	Yes	60.7%	55.2%
	No	38.8%	42.3%
	Don't know	0.5%	2.6%
In the past 60 days, how many times have you driven a motor vehicle within 2 hours of drinking alcohol? *	Never Once	75.6%	88.1%
	Two or three times	18.5%	8.8%
	Four or five times	3.4%	2.1%
	Many times	2.4%	0.5%
	Some, I don't know		0.5%
* Difference is statistically significant			

C.3 DRINKING AND DRIVING BY LOCATION

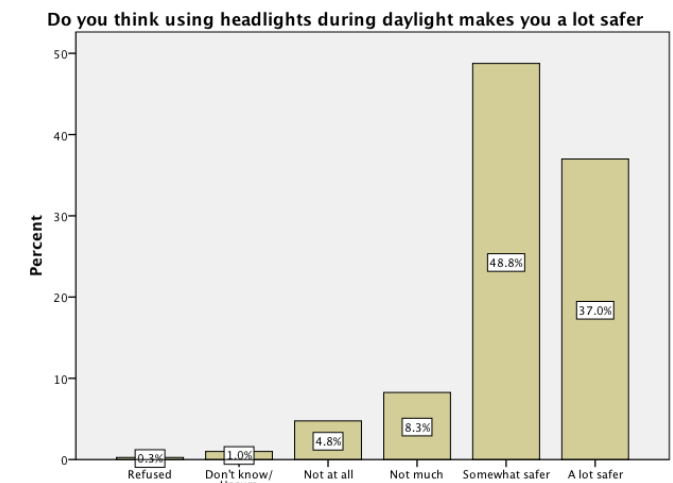
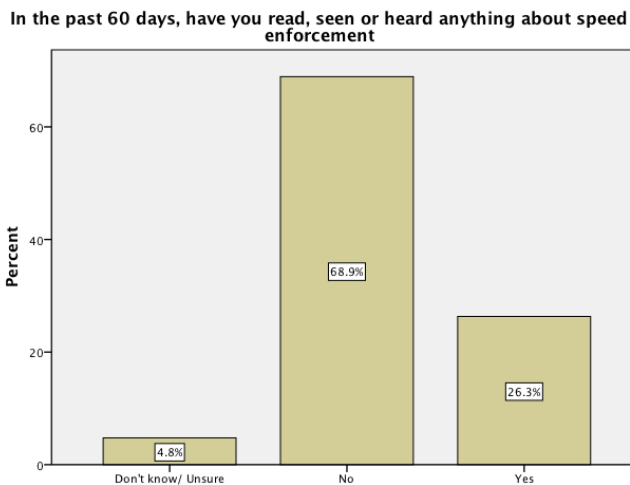
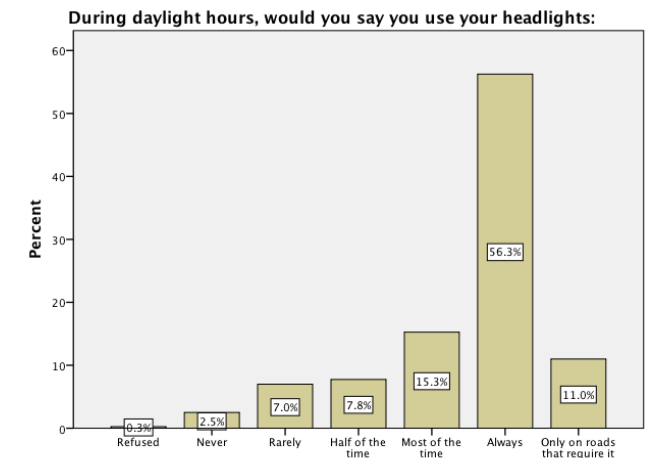
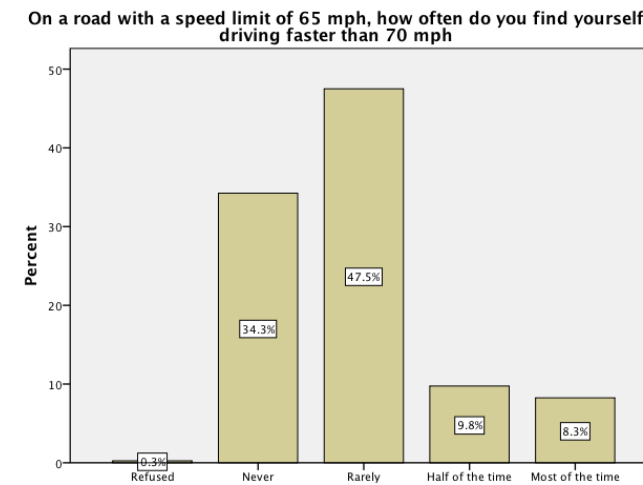
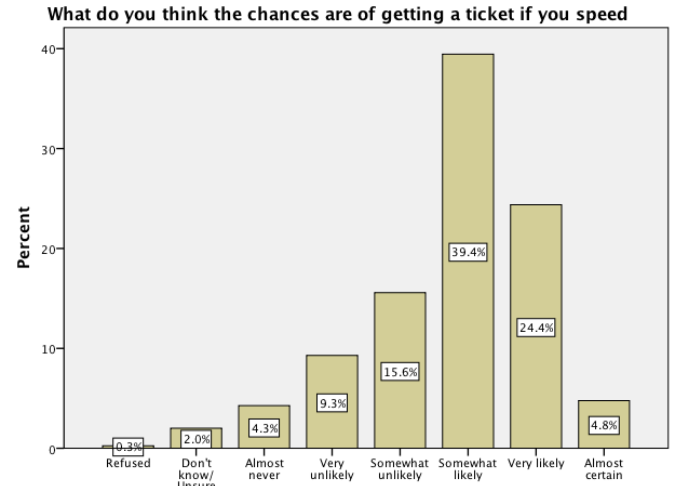
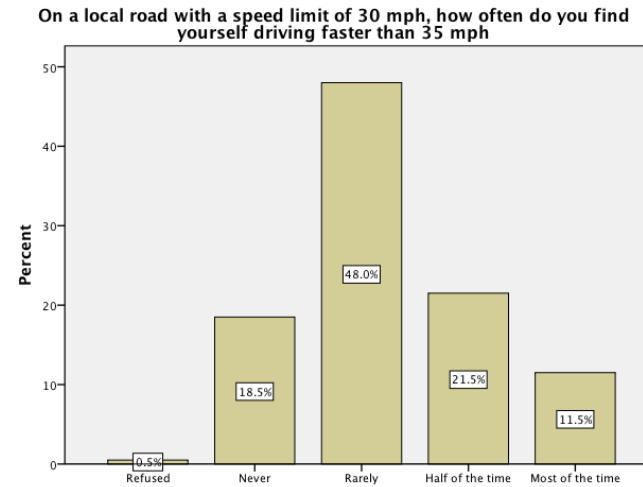
		Anchorage	Kenai Penninsula	Mat-Su	Interior	South East
What do you think the chances are of someone getting arrested if they drive after drinking?	Almost certain	15.2%	7.0%	3.1%	16.0%	7.4%
	Very likely	39.9%	51.2%	50.0%	38.7%	40.7%
	Somewhat likely	31.8%	18.6%	21.9%	32.0%	44.4%
	Somewhat unlikely	6.3%	14.0%	15.6%	4.0%	7.4%
	Very unlikely	4.5%	4.7%	6.3%	5.3%	
	Almost never		2.3%			
	Don't know	2.2%	2.3%	3.1%	4.0%	
In your opinion, how tough do you think the courts are when enforcing drinking and driving laws?	Very tough	21.5%	20.9%	18.8%	18.7%	25.9%
	Somewhat tough	43.9%	41.9%	31.3%	33.3%	51.9%
	Not at all tough	21.1%	25.6%	28.1%	28.0%	18.5%
	Rarely enforced	2.2%		3.1%	1.3%	
	Don't know	11.2%	11.6%	18.8%	17.3%	3.7%
	Refused				1.3%	
In Alaska, do you think underage drinking is a: *	Serious problem	66.4%	67.4%	78.1%	74.7%	81.5%
	A minor problem	20.2%	27.9%	15.6%	10.7%	11.1%
	Not a problem	2.7%	2.3%	3.1%		7.4%
	Don't know	10.8%	2.3%	3.1%	14.7%	
In the past 30 days, do you remember seeing any ads on TV about preventing underage drinking? *	Yes	31.5%	11.6%	12.5%	28.0%	25.9%
	No	61.7%	88.4%	84.4%	64.0%	70.4%
	Unsure	6.8%		3.1%	8.0%	3.7%
In the past 60 days, have you read, seen or heard anything about drinking and driving? *	Yes	62.8%	41.9%	40.6%	57.3%	66.7%
	No	36.3%	53.5%	59.4%	40.0%	33.3%
	Don't know	0.9%	4.7%		2.7%	
In the past 60 days, how many times have you driven a motor vehicle within 2 hours of drinking alcohol?	Never Once	77.6%	83.7%	87.5%	89.2%	85.2%
	Two or three times	16.1%	14.0%	6.3%	9.5%	14.8%
	Four or five times	3.1%	2.3%	6.3%	1.4%	
	Many times	2.7%				
	Some, I don't know	0.4%				
* Difference is statistically significant						

D. SPEEDING

D.1 SPEEDING AND HEADLIGHT USAGE BY Age

		18-24	25-34	35-44	45-54	55-64	65 or older
On a local road with a speed limit of 30 mph, how often do you find yourself driving faster than 35 mph?	Most of the time	17.0%	9.5%	14.4%	9.2%	5.0%	12.5%
	Half of the time	26.4%	28.6%	13.5%	24.1%	20.0%	15.6%
	Rarely	47.2%	44.0%	46.2%	47.1%	57.5%	56.3%
	Never	9.4%	15.5%	26.0%	19.5%	17.5%	15.6%
	Refused		2.4%				
On a road with a speed limit of 65 mph, how often do you find yourself driving faster than 70 mph? *	Most of the time	17.0%	9.5%	7.7%	6.9%		6.3%
	Half of the time	11.3%	16.7%	6.7%	9.2%	10.0%	
	Rarely	49.1%	51.2%	43.3%	52.9%	47.5%	34.4%
	Never	22.6%	21.4%	42.3%	31.0%	42.5%	59.4%
	Refused		1.2%				
In the past 60 days, have you read, seen or heard anything about speed enforcement?*	Yes	30.2%	24.1%	16.3%	34.5%	25.0%	37.5%
	No	67.9%	73.5%	79.8%	60.9%	65.0%	50.0%
	Don't know/ Unsure	1.9%	2.4%	3.8%	4.6%	10.0%	12.5%
What do you think the chances are of getting a ticket if you speed:	Almost certain	5.7%	7.1%	1.0%	4.6%	7.5%	6.3%
	Very likely	32.1%	22.6%	24.5%	28.7%	17.5%	12.5%
	Somewhat likely	41.5%	46.4%	33.3%	34.5%	37.5%	53.1%
	Somewhat unlikely	9.4%	11.9%	17.6%	17.2%	25.0%	12.5%
	Very unlikely	5.7%	7.1%	14.7%	9.2%	7.5%	6.3%
	Almost never	1.9%	3.6%	3.9%	5.7%	2.5%	9.4%
	Don't know/ Unsure	3.8%	1.2%	3.9%		2.5%	
	Refused			1.0%			
During daylight hours, would you say you use your headlights:	Only on roads that require it	18.9%	14.3%	8.7%	8.0%	10.0%	6.3%
	Always	47.2%	60.7%	53.8%	60.9%	50.0%	62.5%
	Most of the time	7.5%	13.1%	16.3%	17.2%	20.0%	18.8%
	Half of the time	7.5%	6.0%	10.6%	6.9%	5.0%	9.4%
	Rarely	13.2%	2.4%	6.7%	5.7%	15.0%	3.1%
	Never	5.7%	2.4%	3.8%	1.1%		
	Refused		1.2%				
Do you think using headlights during daylight makes you a lot safer?	A lot safer	28.3%	32.1%	39.4%	43.7%	27.5%	50.0%
	Somewhat safer	49.1%	56.0%	49.0%	42.5%	52.5%	40.6%
	Not much	15.1%	4.8%	3.8%	11.5%	12.5%	6.3%
	Not at all	7.5%	4.8%	5.8%	2.3%	7.5%	
	Don't know/ Unsure		1.2%	1.9%			3.1%
	Refused		1.2%				
* Difference is statistically significant							

D.2 SPEEDING AND HEADLIGHT USAGE BY GENDER



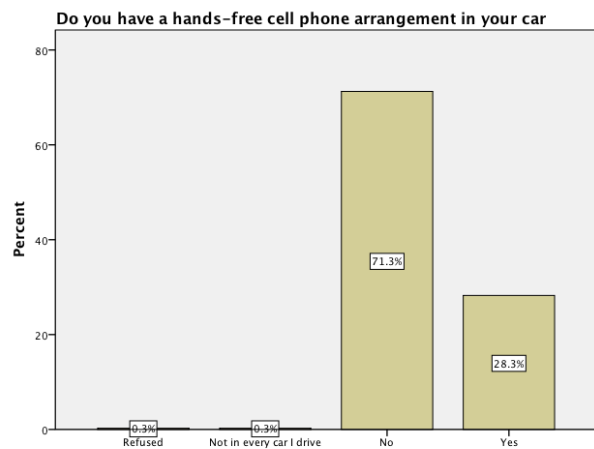
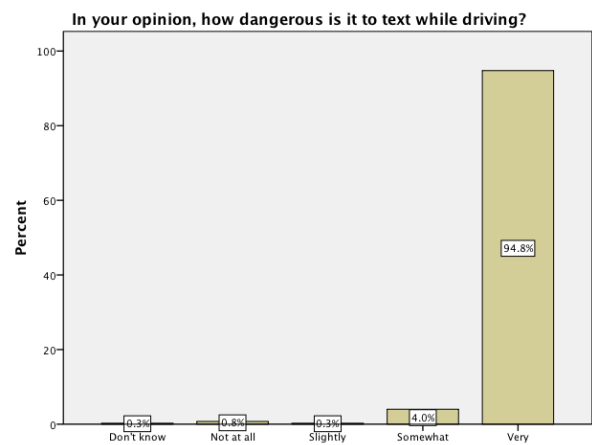
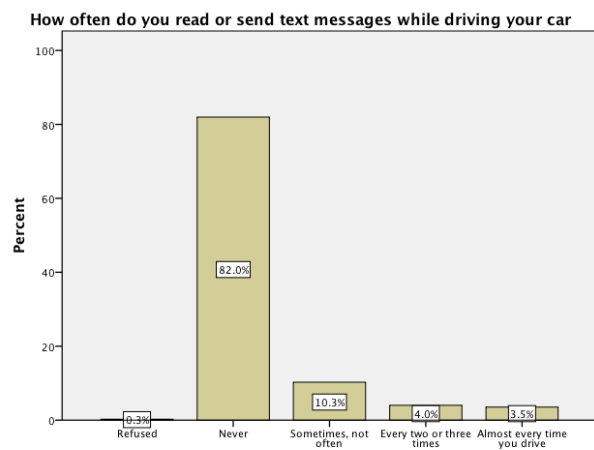
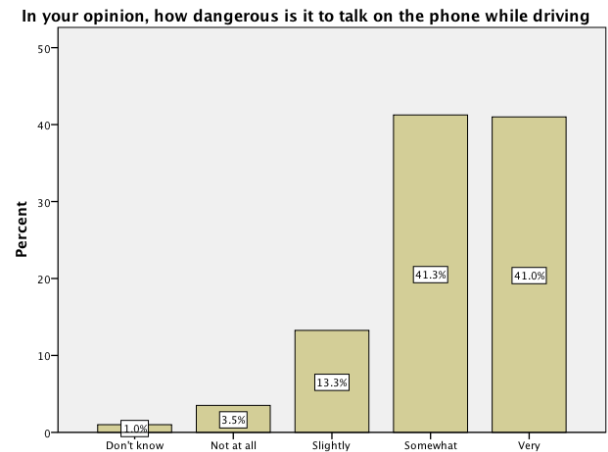
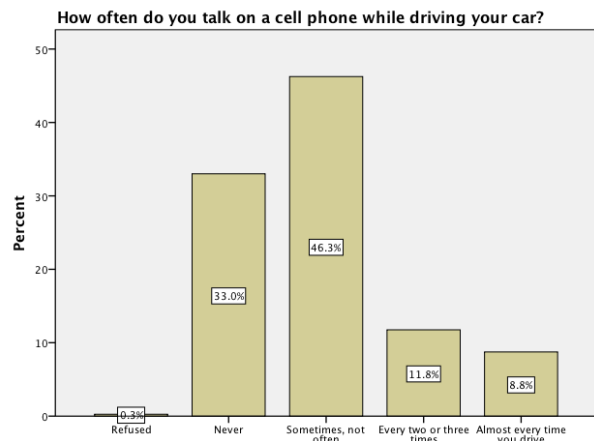
		Male	Female
On a local road with a speed limit of 30 mph, how often do you find yourself driving faster than 35 mph?	Most of the time	11.7%	11.3%
	Half of the time	23.8%	19.1%
	Rarely	46.1%	50.0%
	Never	18.0%	19.1%
	Refused	0.5%	0.5%
On a road with a speed limit of 65 mph, how often do you find yourself driving faster than 70 mph? *	Most of the time	9.2%	7.2%
	Half of the time	12.6%	6.7%
	Rarely	50.0%	44.8%
	Never	27.7%	41.2%
	Refused	0.5%	
In the past 60 days, have you read, seen or heard anything about speed enforcement?	Yes	26.2%	26.4%
	No	68.9%	68.9%
	Don't know/ Unsure	4.9%	4.7%
What do you think the chances are of getting a ticket if you speed?	Almost certain	5.8%	3.6%
	Very likely	21.8%	27.1%
	Somewhat likely	39.8%	39.1%
	Somewhat unlikely	14.6%	16.7%
	Very unlikely	12.1%	6.3%
	Almost never	4.4%	4.2%
	Don't know/ Unsure	1.5%	2.6%
	Refused		0.5%
During daylight hours, would you say you use your headlights:	Only on roads that require it	13.6%	8.2%
	Always	53.4%	59.3%
	Most of the time	13.6%	17.0%
	Half of the time	8.3%	7.2%
	Rarely	7.8%	6.2%
	Never	2.9%	2.1%
	Refused	0.5%	
Do you think using headlights during daylight makes you a lot safer?	A lot safer	38.3%	35.6%
	Somewhat safer	46.1%	51.5%
	Not much	7.8%	8.8%
	Not at all	6.8%	2.6%
	Don't know/ Unsure	0.5%	1.5%
	Refused	0.5%	
* Difference is statistically significant			

D.3 SPEEDING AND HEADLIGHT USAGE BY AREA

		Anchorage	Kenai Penninsula	Mat- Su	Interior	South East
On a local road with a speed limit of 30 mph, how often do you find yourself driving faster than 35 mph?	Most of the time	9.9%	9.3%	25.0%	8.0%	22.2%
	Half of the time	25.1%	23.3%	3.1%	17.3%	22.2%
	Rarely	45.3%	48.8%	56.3%	54.7%	40.7%
	Never	19.3%	18.6%	12.5%	20.0%	14.8%
	Refused	0.4%		3.1%		
On a road with a speed limit of 65 mph, how often do you find yourself driving faster than 70 mph? *	Most of the time	10.8%	4.7%	9.4%	4.0%	3.7%
	Half of the time	11.2%	4.7%	12.5%	8.0%	7.4%
	Rarely	50.7%	46.5%	53.1%	44.0%	25.9%
	Never	27.4%	44.2%	21.9%	44.0%	63.0%
	Refused			3.1%		
In the past 60 days, have you read, seen or heard anything about speed enforcement? *	Yes	29.1%	9.3%	16.1%	30.7%	29.6%
	No	66.4%	88.4%	83.9%	61.3%	63.0%
	Don't know/ Unsure	4.5%	2.3%		8.0%	7.4%
What do you think the chances are of getting a ticket if you speed?	Almost certain	7.2%		3.1%	2.7%	
	Very likely	22.6%	27.9%	15.6%	28.0%	33.3%
	Somewhat likely	40.7%	34.9%	43.8%	38.7%	33.3%
	Somewhat unlikely	13.6%	11.6%	15.6%	21.3%	22.2%
	Very unlikely	10.9%	16.3%	12.5%	1.3%	3.7%
	Almost never	3.2%	2.3%	9.4%	5.3%	7.4%
	Don't know/ Unsure	1.8%	4.7%		2.7%	
	Refused		2.3%			
During daylight hours, would you say you use your headlights: *	Only on roads that require it	14.8%	11.6%	15.6%	1.3%	
	Always	58.3%	58.1%	53.1%	49.3%	59.3%
	Most of the time	10.3%	14.0%	15.6%	28.0%	22.2%
	Half of the time	7.2%	11.6%	9.4%	8.0%	3.7%
	Rarely	6.3%	4.7%	3.1%	12.0%	7.4%
	Never	3.1%			1.3%	7.4%
	Refused			3.1%		
Do you think using headlights during daylight makes you a lot safer?	A lot safer	34.5%	37.2%	40.6%	48.0%	22.2%
	Somewhat safer	50.7%	51.2%	46.9%	37.3%	63.0%
	Not much	7.6%	9.3%	6.3%	8.0%	14.8%
	Not at all	5.8%	2.3%	3.1%	5.3%	
	Don't know/ Unsure	1.3%			1.3%	
	Refused			3.1%		
* Difference is statistically significant						

E. CELLPHONES

F.1 CELL PHONES AND DRIVING BY AGE



		18-24	25-34	35-44	45-54	55-64	65 or older
How often do you talk on a cell phone while driving? *	Almost every time	13.2%	11.9%	5.8%	10.3%	7.5%	
	Every two or three times	22.6%	14.3%	8.7%	13.8%	5.0%	
	Sometimes, not often	34.0%	52.4%	43.3%	49.4%	45.0%	53.1%
	Never	30.2%	20.2%	42.3%	26.4%	42.5%	46.9%
	Refused		1.2%				
How often do you read or send text messages while driving? *	Almost every time you drive	3.8%	6.0%	1.0%	4.6%	2.5%	3.2%
	Every two or three times	9.4%	8.3%		4.6%		
	Sometimes, not often	13.2%	20.2%	6.7%	9.2%	2.5%	3.2%
	Never	73.6%	64.3%	92.3%	81.6%	95.0%	93.5%
	Refused		1.2%				
Do you have a hands-free cell phone arrangement in your car? *	Yes	26.4%	27.4%	20.2%	46.0%	25.0%	15.6%
	No	73.6%	71.4%	78.8%	54.0%	75.0%	84.4%
	Not in every car I drive			1.0%			
	Refused		1.2%				
In your opinion, how dangerous is it to talk on the phone while driving?	Very	28.3%	29.8%	43.3%	44.8%	52.5%	59.4%
	Somewhat	43.4%	48.8%	43.3%	39.1%	27.5%	34.4%
	Slightly	17.0%	16.7%	10.6%	11.5%	17.5%	6.3%
	Not at all	7.5%	3.6%	1.9%	4.6%	2.5%	
	Don't know	3.8%	1.2%	1.0%			
In your opinion, how dangerous is it to text while driving? *	Very	90.6%	91.7%	97.1%	96.6%	97.5%	93.8%
	Somewhat	9.4%	7.1%	1.9%	3.4%		
	Slightly					2.5%	
	Not at all		1.2%	1.0%			3.1%
	Don't know						3.1%
* Difference is statistically significant							

F.2 CELL PHONES AND DRIVING BY GENDER

		Male	Female
How often do you talk on a cell phone while driving your car?	Almost every time you drive	10.2%	7.2%
	Every two or three times	14.1%	9.3%
	Sometimes, not often	44.2%	48.5%
	Never	31.1%	35.1%
	Refused	0.5%	
How often do you read or send text messages while driving?	Almost every time you drive	3.9%	3.1%
	Every two or three times	5.8%	2.1%
	Sometimes, not often	11.2%	9.3%
	Never	78.6%	85.5%
	Refused	0.5%	
Do you have a hands-free cell phone arrangement in your car?	Yes	28.2%	28.4%
	No	70.9%	71.6%
	Not in every car I drive	0.5%	
	Refused	0.5%	
In your opinion, how dangerous is it to talk on the phone while driving?	Very	34.5%	47.9%
	Somewhat	44.7%	37.6%
	Slightly	16.5%	9.8%
	Not at all	2.9%	4.1%
	Don't know	1.5%	0.5%
In your opinion, how dangerous is it to text while driving? *	Very	94.7%	94.8%
	Somewhat	3.9%	4.1%
	Slightly	0.5%	
	Not at all	1.0%	0.5%
	Don't know		0.5%
* Difference is statistically significant			

F.3 CELL PHONES AND DRIVING BY AREA

		Anchorage	Kenai Penninsula	Mat- Su	Interior	South East
How often do you talk on a cell phone while driving your car? *	Almost every time you drive	10.8%	4.7%	18.8%	2.7%	3.7%
	Every two or three times	15.7%	11.6%	6.3%	5.3%	3.7%
	Sometimes, not often	42.6%	53.5%	46.9%	49.3%	55.6%
	Never	30.9%	30.2%	25.0%	42.7%	37.0%
	Refused			3.1%		
How often do you read or send text messages while driving?	Almost every time you drive	4.5%		3.1%	4.0%	
	Every two or three times	5.0%		9.4%	1.3%	3.7%
	Sometimes, not often	11.3%	7.0%	6.3%	9.3%	14.8%
	Never	79.3%	93.0%	78.1%	85.3%	81.5%
	Refused			3.1%		
Do you have a hands-free cell phone arrangement in your car?	Yes	30.0%	18.6%	31.3%	28.0%	25.9%
	No	69.5%	81.4%	65.6%	72.0%	74.1%
	Not in every car I drive	0.4%				
	Refused			3.1%		
In your opinion, how dangerous is it to talk on the phone while driving?	Very	42.6%	27.9%	31.3%	49.3%	37.0%
	Somewhat	41.3%	39.5%	46.9%	36.0%	51.9%
	Slightly	12.1%	20.9%	15.6%	13.3%	7.4%
	Not at all	3.1%	7.0%	6.3%	1.3%	3.7%
	Don't know	0.9%	4.7%			
In your opinion, how dangerous is it to text while driving?	Very	94.2%	93.0%	90.6%	100.0%	92.6%
	Somewhat	4.5%	4.7%	9.4%		3.7%
	Slightly	0.4%				
	Not at all	0.9%				3.7%
	Don't know		2.3%			
* Difference is statistically significant						

APPENDIX II DECISION TREE ANALYSIS

- Almost every time you drive
- Every two or three times
- Sometimes, not often
- Never
- Refused

How often do you talk on a cell phone while driving your car?

Category	%	n
Almost every time you drive	8.8	35
Every two or three times	11.8	47
Sometimes, not often	46.2	185
Never	33.0	132
Refused	0.2	1
Total	100.0	400

In your opinion, how dangerous is it to talk on the phone while driving?

Adj. P-value=0.000, Chi-square=103.449, df=8

Very, Don't know

Slightly; Not at all

Category	%	n
Almost every time you drive	20.9	14
Every two or three times	23.9	16
Sometimes, not often	47.8	32
Never	7.5	5
Refused	0.0	0
Total	16.8	67

Category	%	n
Almost every time you drive	4.2	7
Every two or three times	4.8	8
Sometimes, not often	32.7	55
Never	58.3	98
Refused	0.0	0
Total	42.0	168

How often do you read or send text messages while driving your car?

Adj. P-value=0.000, Chi-square=56.890, df=3

Sometimes, not often; Every two or three times; Almost every time you drive

Category	%	n
Almost every time you drive	30.0	6
Every two or three times	20.0	4
Sometimes, not often	40.0	8
Never	10.0	2
Refused	0.0	0
Total	5.0	20

Category	%	n
Almost every time you drive	0.7	1
Every two or three times	2.7	4
Sometimes, not often	31.8	47
Never	64.9	96
Refused	0.0	0
Total	37.0	148

Category	%	n
Almost every time you drive	7.9	3
Every two or three times	42.1	16
Sometimes, not often	44.7	17
Never	2.6	1
Refused	2.6	1
Total	95	38

Approximately how many miles do you drive in an average week?

Adj. P-value=0.018, Chi-square=26.295, df=6

More than 200

Category	%	n
Almost every time you drive	30.0	6
Every two or three times	0.0	0
Sometimes, not often	60.0	12
Never	10.0	2
Refused	0.0	0
Total	5.0	20

51 to 100; 101 to 150; 151 to 200

Category	%	n
Almost every time you drive	6.9	5
Every two or three times	6.9	5
Sometimes, not often	70.8	31
Never	10.0	10
Refused	0.0	0
Total	18.0	72

Less than 50; Don't know/ Unsure

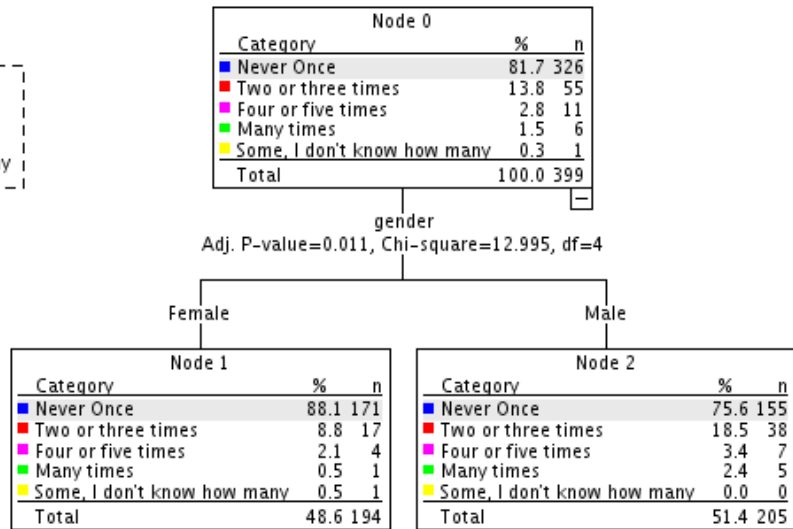
Category	%	n
Almost every time you drive	0.0	0
Every two or three times	5.7	2
Sometimes, not often	51.4	16
Never	40.0	10
Refused	0.0	0
Total	8.8	35

55-64 [THANK AND TERMINATE]; 35-44 [THANK AND TERMINATE]; 65 or older [THANK AND TERMINATE]

45-54 [THANK AND TERMINATE]; 18-24; 25-34 [THANK AND TERMINATE]

In the past 60 days, how many times have you driven a motor vehicle within 2 hours of drinking alcohol

- Never Once
- Two or three times
- Four or five times
- Many times
- Some, I don't know how many



On a road with a speed limit of 65 mph, how often do you find yourself driving faster than 70 mph

- Most of the time
- Half of the time
- Rarely
- Never
- Refused

Node 0		
Category	%	n
Most of the time	8.2	33
Half of the time	9.8	39
Rarely	47.5	190
Never	34.2	137
Refused	0.2	1
Total	100.0	400

Being concerned about hurting someone
Adj. P-value=0.001, Chi-square=20.228, df=4

Drive more safely; Never seen it

Didn't make a difference

Node 1		
Category	%	n
Most of the time	6.6	24
Half of the time	8.8	32
Rarely	49.6	180
Never	34.7	126
Refused	0.3	1
Total	90.8	363

Node 2		
Category	%	n
Most of the time	24.3	9
Half of the time	18.9	7
Rarely	27.0	10
Never	29.7	11
Refused	0.0	0
Total	9.2	37

gender

Adj. P-value=0.010, Chi-square=13.219, df=4

Female

Male

Node 3		
Category	%	n
Most of the time	7.3	13
Half of the time	5.0	9
Rarely	45.8	82
Never	41.9	75
Refused	0.0	0
Total	44.8	179

Node 4		
Category	%	n
Most of the time	6.0	11
Half of the time	12.5	23
Rarely	53.3	98
Never	27.7	51
Refused	0.5	1
Total	46.0	184

On a local road with a speed limit of 30 mph,
how often do you find yourself driving faster
than 35 mph

- Most of the time
- Half of the time
- Rarely
- Never
- Refused

Node 0		
Category	%	n
Most of the time	11.5	46
Half of the time	21.5	86
Rarely	48.0	192
Never	18.5	74
Refused	0.5	2
Total	100.0	400

What type of vehicle do you drive most often?

[READ LIST IF

Adj. P-value=0.004, Chi-square=22.975, df=4

SUV; Car; Pickup

Van; Truck; Refused

Node 1		
Category	%	n
Most of the time	12.6	45
Half of the time	20.9	75
Rarely	48.9	175
Never	17.6	63
Refused	0.0	0
Total	89.5	358

Node 2		
Category	%	n
Most of the time	2.4	1
Half of the time	26.2	11
Rarely	40.5	17
Never	26.2	11
Refused	4.8	2
Total	10.5	42

Being concerned about hurting someone

Adj. P-value=0.019, Chi-square=12.385, df=3

Drive more safely

Didn't make a difference; Never seen it

Node 3		
Category	%	n
Most of the time	10.7	34
Half of the time	21.3	68
Rarely	51.1	163
Never	16.9	54
Refused	0.0	0
Total	79.8	319

Node 4		
Category	%	n
Most of the time	28.2	11
Half of the time	17.9	7
Rarely	30.8	12
Never	23.1	9
Refused	0.0	0
Total	9.8	39

How often do you use a seatbelt when you drive or ride in a

- Always
- Nearly always
- Sometimes
- Seldom
- Never

Node 0		
Category	%	n
Always	88.5	354
Nearly always	8.8	35
Sometimes	1.8	7
Seldom	0.2	1
Never	0.8	3
Total	100.0	400

What do you think the chances are of being injured in a collision if you are not wearing a seatbelt

Adj. P-value=0.000, Chi-square=40.082, df=4

Very likely; Almost certain; Don't know/ Unsure

Somewhat unlikely; Somewhat likely; Almost never

Node 1		
Category	%	n
Always	92.1	313
Nearly always	7.1	24
Sometimes	0.6	2
Seldom	0.0	0
Never	0.3	1
Total	85.0	340

Node 2		
Category	%	n
Always	68.3	41
Nearly always	18.3	11
Sometimes	8.3	5
Seldom	1.7	1
Never	3.3	2
Total	15.0	60

gender
Adj. P-value=0.001, Chi-square=16.073, df=3

Female

Male

Node 3		
Category	%	n
Always	97.7	171
Nearly always	2.3	4
Sometimes	0.0	0
Seldom	0.0	0
Never	0.0	0
Total	43.8	175

Node 4		
Category	%	n
Always	86.1	142
Nearly always	12.1	20
Sometimes	1.2	2
Seldom	0.0	0
Never	0.6	1
Total	41.2	165

Do you know there are safety zones posted on main highways?

- Yes
- No
- Don't know what that is

Node 0		
Category	%	n
■ Yes	77.6	309
■ No	12.1	48
■ Don't know what that is	10.3	41
Total	100.0	398

area of state
Adj. P-value=0.001, Chi-square=19.324, df=2

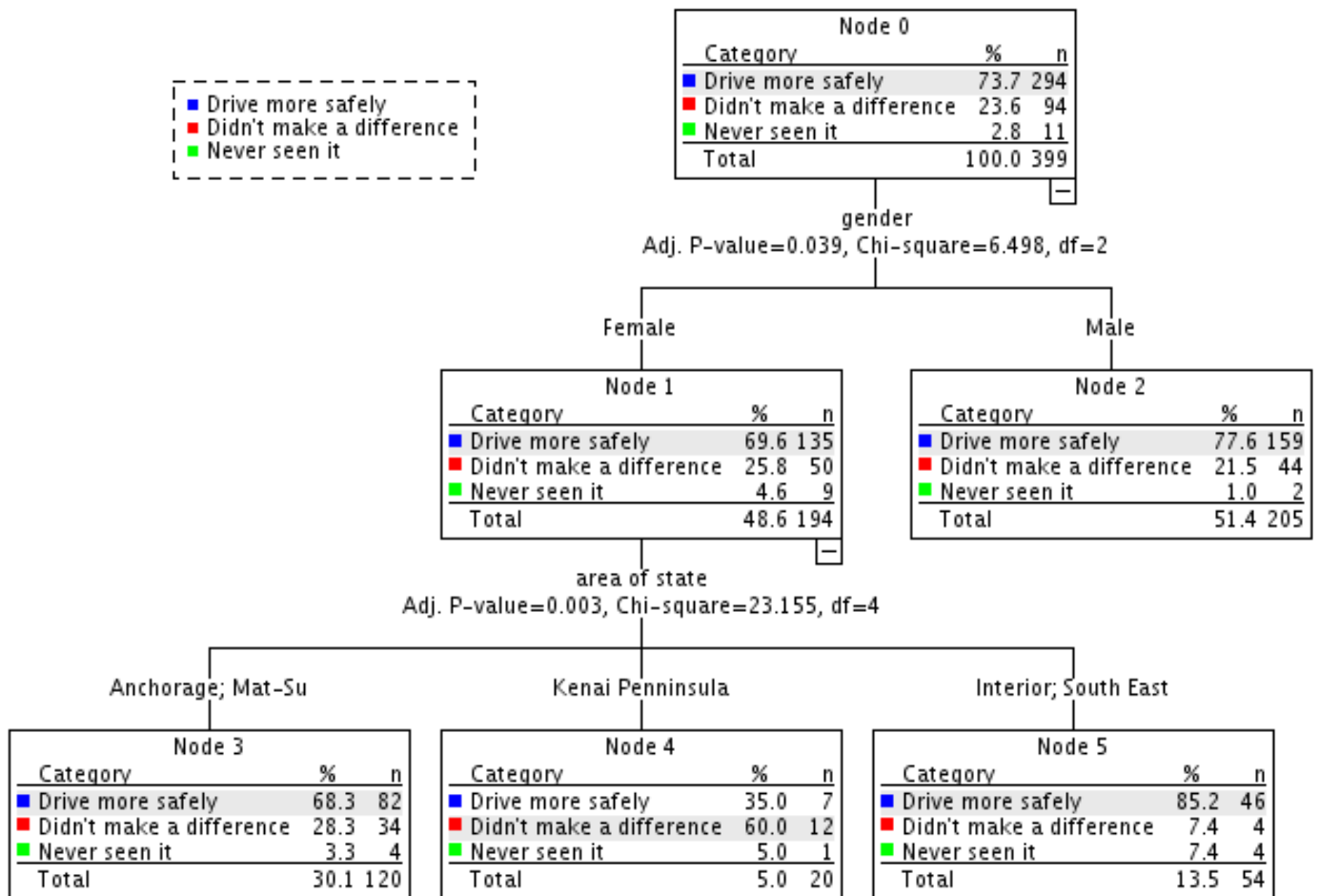
Anchorage; Kenai Peninsula; Mat-Su

Interior; South East

Node 1		
Category	%	n
■ Yes	81.1	241
■ No	12.5	37
■ Don't know what that is	6.4	19
Total	74.6	297

Node 2		
Category	%	n
■ Yes	67.3	68
■ No	10.9	11
■ Don't know what that is	21.8	22
Total	25.4	101

Signs warning of double fines



Shoulder rumble strips

- Drive more safely
- Didn't make a difference
- Never seen it

Node 0		
Category	%	n
■ Drive more safely	86.5	346
■ Didn't make a difference	9.8	39
■ Never seen it	3.8	15
Total	100.0	400

area of state

Adj. P-value=0.002, Chi-square=17.520, df=2

Anchorage; Kenai Peninsula; Mat-Su; Interior

South East

Node 1		
Category	%	n
■ Drive more safely	87.4	326
■ Didn't make a difference	9.9	37
■ Never seen it	2.7	10
Total	93.2	373

Node 2		
Category	%	n
■ Drive more safely	74.1	20
■ Didn't make a difference	7.4	2
■ Never seen it	18.5	5
Total	6.8	27

Seeing troopers or police

- Drive more safely
- Didn't make a difference
- Never seen it

Node 0		
Category	%	n
■ Drive more safely	85.0	340
■ Didn't make a difference	13.8	55
■ Never seen it	1.2	5
Total	100.0	400

gender

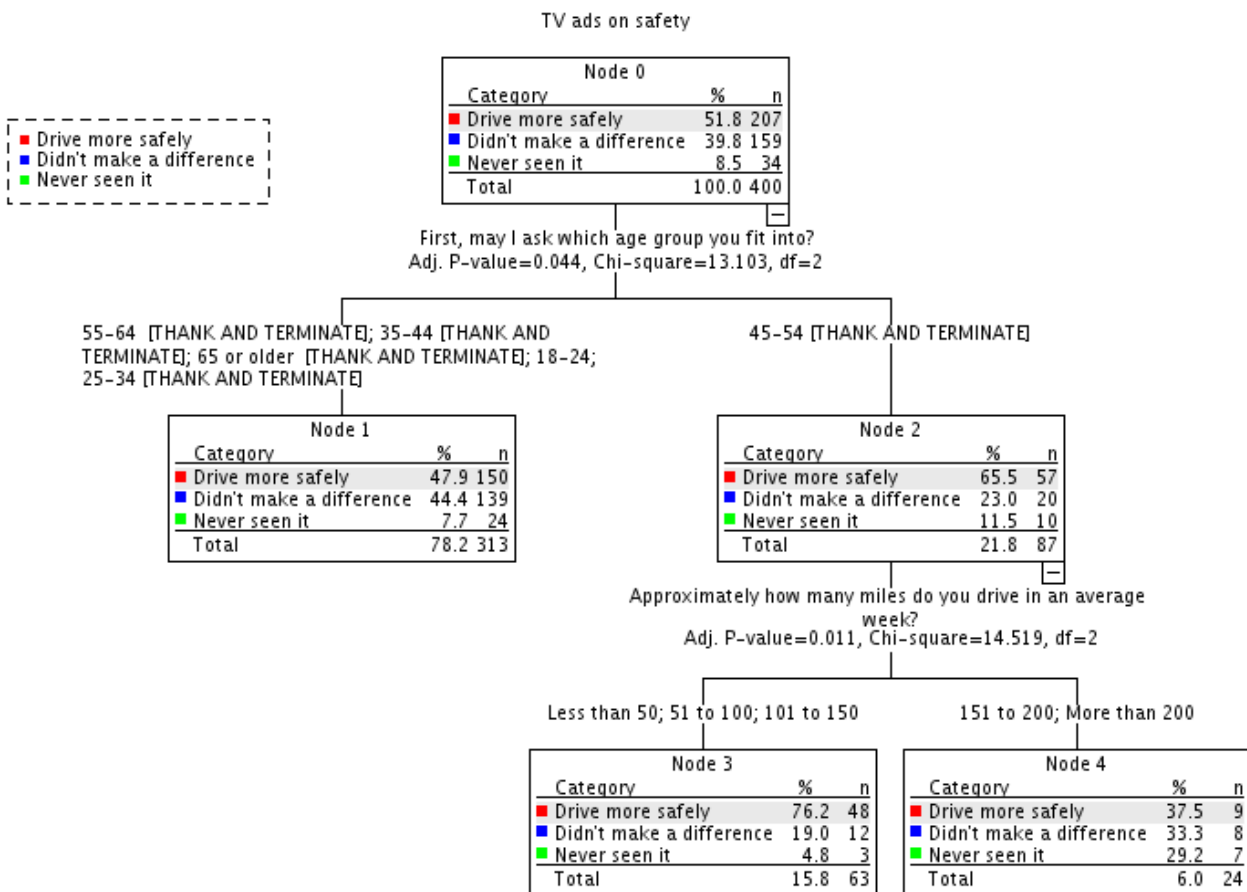
Adj. P-value=0.038, Chi-square=6.524, df=2

Female

Male

Node 1		
Category	%	n
■ Drive more safely	82.0	159
■ Didn't make a difference	15.5	30
■ Never seen it	2.6	5
Total	48.5	194

Node 2		
Category	%	n
■ Drive more safely	87.9	181
■ Didn't make a difference	12.1	25
■ Never seen it	0.0	0
Total	51.5	206



APPENDIX III

AIPC Telephone Survey

1. [RECORD DISTRICT]

Hello, my name is _____ and I'm with Craciun Research, an Alaskan company. We are conducting a study on what you think of driving around Alaska as well as your experience with other Alaskan drivers. Your phone number was randomly selected; this interview should take less than 10 minutes of your time. All of your answers will be kept strictly confidential and I can answer any questions you may have at the end of the survey.

- 1, Male
- 2, Female

2. First, may I ask which age group you fit into?

- 1, 18-24
- 2, 25-34
- 3, 35-44
- 4, 45-54
- 5, 55-64
- 6, 65 or older
- 7, Refused

3. Are you a licensed driver in the State of Alaska?

- 1, Yes
- 2, No
- 3, Don't Know/Refused

4. Could I speak to a licensed driver living in your home? [IF NO, ASK TO CALL BACK OR END CALL]

- 1, Yes
- 2, No
- 3, Don't Know/Refused

5. [RECORD ZIPCODE]

6. Once again, I want to assure you that this survey is confidential. I do not know who you are and no one will be able to identify you with your answers, it all becomes numbers in the computer. Your telephone number, not your name was selected randomly by the computer.

7. Approximately how many miles do you drive in an average week? [READ LIST IF NEEDED]

- 1, Less than 50
- 2, 51 to 100
- 3, 101 to 150
- 4, 151 to 200
- 5, More than 200
- 6, Don't know/ Unsure
- 7, Refused

8. What type of vehicle do you drive most often? [READ LIST IF NEEDED]

- 1, Car
- 2, SUV
- 3, Van
- 4, Pickup
- 5, Truck
- 6, Refused

9. How often do you use a seatbelt when you drive or ride in a vehicle?

- 1, Always
- 2, Nearly always
- 3, Sometimes
- 4, Seldom
- 5, Never
- 6, Unsure

- 7, Refused
10. In the past 60 days, have you read, seen or heard anything about using a seat belt Alaska?
 - 1, Yes
 - 2, No
 - 3, Don't know/ Unsure
 - 4, Refused
11. What do you think the chance is for you to get a ticket if you do not wear your seat belt? Would you get one:
 - 1, Always
 - 2, Nearly always
 - 3, Sometimes
 - 4, Seldom
 - 5, Never
 - 6, Don't know/ Unsure
 - 7, Refused
12. What do you think the chances are of being injured in a collision if you are not wearing a seatbelt?
 - 1, Always
 - 2, Nearly always
 - 3, Sometimes
 - 4, Seldom
 - 5, Never
 - 6, Don't know/ Unsure
 - 7, Refused
13. Do you know there are safety zones posted on main highways?
 - 1, Yes
 - 2, No
 - 3, Don't know what this
14. A safety zone is a particularly dangerous section of a main highway which has double traffic fines and extra patrolling, but there is no construction going on.
15. Do you believe safety has improved in safety zones?
 - 1, Yes
 - 2, About the same
 - 3, No
 - 4, Don't know
16. Have you ever seen police or troopers in a safety zone?
 - 1, Yes
 - 2, No
 - 3, Don't know
17. Now I will read a list of driving safety aids. For each, please tell me whether it helped you drive more safely or didn't make a difference. If you have never seen the aid, just say so.
 - 1, drive more safely
 - 2, didn't make a difference
 - 3, Never seen it
18. Shoulder rumble strips
19. Signs warning of double fines
20. Seeing troopers or police
21. Message boards
22. Electronic signs that show you how fast you are going
23. Radio ads on safety
24. TV ads on safety
25. Newspaper, magazine ads on safety
26. Signs about safety on buses
27. A friend or family member saying something about driving safely
28. Being concerned about hurting someone
29. Being concerned about getting hurt.

30. On a local road with a speed limit of 30 mph, how often do you find yourself driving faster than 35 mph: [READ LIST]
- 1, Most of the time
 - 2, Half of the time
 - 3, Rarely
 - 4, Never
 - 5, Refused
31. On a road with a speed limit of 65 mph, how often do you find yourself driving faster than 70 mph: [READ LIST]
- 1, Most of the time
 - 2, Half of the time
 - 3, Rarely
 - 4, Never
 - 5, Refused
32. In the past 60 days, have you read, seen or heard anything about speed enforcement by police?
- 1, Yes
 - 2, No
 - 3, Don't know/ Unsure
 - 4, Refused
33. What do you think the chances are of getting a ticket if you drive over the speed limit? Are they:
- 1, Almost certain
 - 2, Very likely
 - 3, Somewhat likely
 - 4, Somewhat unlikely
 - 5, Very unlikely
 - 6, Almost never
 - 7, Don't know/ Unsure
 - 8, Refused
34. What do you think the chances are of someone getting arrested if they drive after drinking? Are they:
- 1, Almost certain
 - 2, Very likely
 - 3, Somewhat likely
 - 4, Somewhat unlikely
 - 5, Very unlikely
 - 6, Almost never
 - 7, Don't know/ Unsure
 - 8, Refused
35. In your opinion, how tough do you think the courts are when enforcing drinking-and-driving laws? [READ LIST]
- 1, Very tough
 - 2, Somewhat tough
 - 3, Not at all tough
 - 4, Rarely enforced
 - 5, Don't know/ Unsure
 - 6, Refused
36. In Alaska, do you think underage drinking is a
- 1, Serious problem
 - 2, A minor problem
 - 3, Not a problem
 - 4, Don't know/ Unsure
 - 5, Refused
37. In the past 30 days, do you remember seeing any ads on TV about preventing underage drinking?
- 1, Yes
 - 2, No
 - 3, Unsure

38. In the past 60 days, have you read, seen or heard anything about drunk-driving enforcement in Alaska?
- 1, Yes
 - 2, No
 - 3, Don't know/ Unsure
 - 4, Refused
39. In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking an alcoholic beverage?
- 1, Never
 - 2, Once
 - 3, Two or three times
 - 4, Four or five times
 - 5, Many times
 - 6, Some. I don't know how many
 - 7, Refused
40. During daylight hours, would you say you use your headlights:
- 1, Only on roads that require it
 - 2, Always
 - 3, Most of the time
 - 4, Half of the time
 - 5, Rarely
 - 6, Never
 - 7, Don't know/ Unsure
 - 8, Refused
41. Do you think using headlights during daylight makes you a lot safer, somewhat safer, not much safer or not at all?
- 1, A lot safer
 - 2, Somewhat safer
 - 3, Not much
 - 4, Not at all
 - 5, Don't know/ Unsure
 - 6, Refused
42. How often do you talk on a cell phone while driving your car?
- 1, Almost every time you drive
 - 2, Every two or three times
 - 3, Sometimes, not often
 - 4, Never
 - 5, Don't know/ Unsure
 - 6, Refused
43. How often do you read or send text messages while driving your car?
- 1, Almost every time you drive
 - 2, Every two or three times
 - 3, Sometimes, not often
 - 4, Never
 - 5, Don't know/ Unsure
 - 6, Refused
44. Do you use a "hands-free" cell phone arrangement when you drive?
- 1, Yes
 - 2, No
 - 3, Refused
45. In your opinion, how dangerous is it to talk on the phone while driving?
- 1, Very
 - 2, Somewhat
 - 3, Slightly
 - 4, Not at all
 - 5, Don't know

- 6, Refused
- 46. In your opinion, how dangerous is it to text while driving?
 - 1, Very
 - 2, Somewhat
 - 3, Slightly
 - 4, Not at all
 - 5, Don't know
 - 6, refused
- 47. For statistical purposes, How many years of formal education have you had the opportunity to complete?
 - 1, Less than high school or GED
 - 2, High School Graduate or GED
 - 3, Some college or technical school
 - 4, Four Year degree
 - 5, Post graduate degree
 - 6, No answer/ Refused
- 48. Is this a cellphone number?
 - 1, Yes
 - 2, No
 - 3, Refused
- 49. Would you describe yourself as [READ LIST. ACCEPT MULTIPLE ANSWERS]
 - 1, White, Caucasian
 - 2, Hispanic, Latino, Spanish
 - 3, Black, African-American
 - 4, Alaska Native
 - 5, American Indian
 - 6, Asian
 - 7, Native Hawaiian or Pacific Islander
 - 8, Mixed (PROBE)
 - 9, Other (PROBE)
 - 10, Don't Know/Not Sure
 - 11, Refused
- 50. Specify other heritage
- 51. Thank you very much for taking the time to participate in this important project. If you would like to ask the client Alaska Injury Prevention Center any more questions please feel free to call them at 907.929.3939. Have a wonderful day.